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Cable TV, VCRs, and Newspapers

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921-5080

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AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by him, with the assistance of Nicolas A. Bloom and May Florez.

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HIGHLIGHTS

Results of interviews with a nationwide sample of adults in October 1987 show diverse patterns of cable penetration and VCR use, which are closely linked with newspaper usage.

1. Cable is now a feature in one half (50%) of American homes. It is strongly correlated with ability to pay. Penetration is higher in geographic areas that were initially, or have recently been, focal points of cable system franchise activities.

2. Three quarters (75%) of American homes are now passed by cable, with a concentration on middle-size cities and the surrounding metro areas. But few population segments or geographic areas fall appreciably below the average. Rural areas are the prime exception.

3. Measures of cable saturation -- the presence of cable in households passed by a cable system -- clarify and alter the profiles of cable penetration. Two thirds (66%) of those with a choice now subscribe to cable. Age, income, family status, region and metro area size all show substantial variations in the choices made by those in each segment.

4. Pay cable subscription is conditioned by age, family status and income. Among subscribers to a basic cable service, one half (amounting to 25% of all homes) now subscribe to some pay cable channel.

5. One half (51%) of American homes now own a VCR. Ownership is strongly affected by ability to pay and family status, and is more prevalent in the homes of the Baby Boom generation.

6. Among those with VCRs, film viewing (of rented or borrowed films) exceeds home recording of TV programs in frequency: 61 percent saw films in the past month vs. 51 percent who recorded a program at home for viewing later on. The young were more enthusiastic about films and less interested in time shifting uses of the VCR than others were.

7. In all, viewers in one third of VCR homes both saw films and did home recording at some time in the past month. Just over one in five (22%) made no use of their VCR for either purpose. The heaviest-using groups were those with children in the home, baby boomers, and working women.

8. Newspaper reading fits well with both cable and VCR incidence and use. Newspaper subscribers and regular readers are concentrated in homes with above-average cable saturation. They are more likely to own a VCR and to make periodic use of it for time shifting or film rentals. Thus, advertisers with products related to either type of TV usage will find newspapers an effective means of reaching prime prospects.

9. Newspapers are especially valuable in reaching cable and VCR users with a wide variety of ad messages that they may be avoiding by zipping or zapping on-air or played-back commercials.

CABLE TV, VCRs, AND NEWSPAPERS

Introduction

Two technological innovations -- cable and VCRs -- have radically transformed the world of television in the past decade, shifting the locus of control over program selection from signal broadcasting centers (network and local) to the home viewer. Both technologies have steadily consolidated their hold, having crossed the 50 percent penetration level in American households according to recent estimates by Nielsen's NSI and AGB's audience measurement services. But these ratings services are mainly concerned with the time spent with TV and with program choices among available broadcast options; they do not permit intermedia comparisons to be made. The purpose of this analysis is to document these significant developments in TV use more fully, and to assess the potential use of newspapers as an advertising medium directed at cable TV subscribers and VCR owners.

The data for this report come from a personal interview survey with respondents in a nationwide probability sample of 2,049 households, carried out in October 1987. (98+% had at least one working TV set.) Several questions were asked to establish the incidence of cable and pay TV services and of VCR ownership in American homes and to show the ways in which VCRs are being used. Answers to these questions comprise the basis for analysis.[1]

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[1] Percentages shown in this report are weighted; the bases of respondents in various demographic groups are shown in table 7, p. 23-24.

Cable Penetration and Saturation

One half of American homes with TV sets now subscribe to a basic cable TV service. Among the correlates of cable TV subscription, three stand out in particular. On the supply side, region and size of metropolitan area show the greatest variations. On the demand side, household income has the strongest correlation with cable TV penetration. Other individual or household attributes showing substantial variations mainly echo differences in family income. (See table 1, col.A)

The highest levels of cable TV penetration are in metropolitan areas with between 50,000 and 250,000 in population: small towns and middle-size cities that were among the first to be cabled to improve reception, prior to the mid-1970s. Larger metro areas with populations under one million also show above-average penetration. These are locations that were mainly cabled in the second wave. Major cities and rural areas show lower rates of penetration, although there is a significant difference between the two (discussed below) in cable availability.

Among regions, the Northeast stands out: two thirds (66%) of its homes have basic cable TV service. Just under one half (48%) of homes in the South now subscribe; the other two regions show equivalently lower (43%) rates. Regional and metropolitan area variations reflect differences in market characteristics, such as size and income, as well in as the receptivity of their political jurisdictions to cabling proposals that were made by cable system operators.

Household income, an indicator of the ability to pay for basic cable TV services, is strongly related to cable subscribing. There is a large gap between the 38 percent of cabled homes with less than $ 10,000 income and the 64 percent of homes with incomes over $ 40,000. Related to this, cable is much more prevalent in two-person households (many with two earners) than in homes with only one person (55% vs.42%), and among white (vs. black) respondents. Similarly, people with some college or who are college graduates (who earn more) are above average in cable subscribing.

For many years, sheer access to a cable TV system was the prime determinant of subscription levels. By now, however, three-quarters (75%) of homes are passed by some cable TV service, according to the testimony of respondents in this survey. (See table 1, col.B) Availability is unevenly distributed among geographic and demographic segments, although not as much as is subscribing. It is greater for the better educated and those with more income, the youngest and oldest, those in the Northeast, and those in middle-size cities.

The two measures — of subscribing and availability — can be combined to create a measure of "saturation", which reflects the decisions made by consumers who actually have a choice. Snapshot images of cable access and use such as this study affords do not capture the churn in subscribing among those with a choice. But by this measure, two-thirds (67%) of American homes with the chance to subscribe to cable now do so, and once again, it is a mix of supply-side determinants and ability to pay that seems to account for the observed levels of saturation. (See table 1)

Younger adults' homes are well below average in cable saturation, as are those of the least well educated, blacks, lower income and big-city residents, and of single-person householders. Saturation has now reached four-fifths (81%) of homes in the Northeast, about seven-eighths (86%) in metro areas with 50-250,000 population, and more than three-fourths (78%) among those with household incomes above $ 40,000.

Once availability is taken into account, certain groups seem more favorably disposed toward cable. For example, homes in rural (nonmetro) areas show an above-average (76%) saturation level, second only to those in smaller and mid-size cities. Similarly, while cable subscribing does not vary with marital status, cable saturation does. Married respondents are somewhat above average, and others are below average, perhaps as a result of decisions to cable residential areas dominated by families -- consumers of the widest array of products, including cable itself.

Newspaper habits fit well both with cable subscribing and with saturation. Those who read a daily newspaper regularly are more likely to be cable subscribers. And, consistent with their upscale characteristics, they figure prominently in demographic segments that reflect higher than average levels of saturation. This is particularly evident in the case of those who subscribe to a daily newspaper. More than three-fifths (62%) of them subscribe to a cable TV service, achieving a 77% saturation level. The small proportion (around 15%) who claim they don't read a daily or Sunday newspaper "even once in a while" typically come from groups least able to pay for cable. Single copy buyers of daily or Sunday newspapers, a more mixed category, are slightly below average in cable subscribing.

Tiered Service: Pay Cable Subscription

One half (51%) of households now on cable also subscribe to some pay TV channel, such as HBO or SHOWTIME. This translates into 25 percent of all TV households. (See table 2) Pay cable subscribing does not always mirror the trends and patterns observed for cable as a whole. For example, baby boomers in cable households subscribe to pay cable much more than do those over age 55. And while sex differences in cable penetration are small, men are much more likely to subscribe to pay cable than are women (54 vs. 47%). Blacks' homes, less likely to be on cable, are nevertheless much more likely than homes of whites to have pay cable if they do subscribe.

Three other groups are also atypically above average in buying pay cable service: Single adults (with 62%), big-city (one million+) residents (with 60%), and larger (3+) size households (with 58%), a category that overlaps with homes with children. The appeal of MTV can be implicated in this last finding, along with the need in major metro areas to offer a lot of program choices to win franchise approval.

But economic status (income and employment) remains as the clearest indicator of the likelihood of having pay cable, though its impact is conditioned by the correlative role of income in subscribing to basic cable services. For this reason, newspaper use is not as strongly correlated with pay cable use, though all categories of newspaper buyers and readers are slightly above average in this regard.

Thus, whether one wants to reach the cable TV audience in general or to promote pay cable attractions with tune-in advertising, newspapers offer many effective opportunities. This is particularly evident when one considers the compatible environment provided by TV logs and program coverage, a news and entertainment feature of daily and Sunday newspapers that has become more prominent in many papers and that has undergone redesign and expansion to enhance readibility and appeal.

Ownership of VCRs

One half (51%) of TV households now claims ownership of a VCR. Certain individual and household attributes are strongly related to VCR-owning: age, income and education, and household size. VCRs are obviously highly popular among baby boomers, those more able to afford one, and homes with many TV viewers, especially if some of them are children. (See table 3)

The highest VCR ownership is among $ 40,000+ income households (76%) and among the baby boom generation (63%) -- those between ages 25-44. In sharp contrast, less than one-fifth (17%) of those over age 65 owns one. The strong interaction of income and age or generation is reflected in other demographic differences, e.g., between white and black respondents, between those who are married (and with children) or single vs. others, and between those employed in fulltime jobs vs. the retired.

Compared with cabled households, differences in VCR households among regions or metropolitan areas are more muted. (Availability is, of course, not an issue.) The West (with 61%) has the highest VCR ownership, as do the largest metro areas (with 54%), compared with other geographic segments.

Again, consistent with these income status differences, VCR ownership is appreciably higher (55%) among regular newspaper readers and especially in homes that get a daily paper home-delivered (57%). But even among those who prefer to buy their newspaper by the copy, VCR ownership is slightly above average. Thus, the newspaper offers many opportunities to reach homes with VCRs, even among those who buy a paper occasionally.

Using VCRs: Recording Programs

Those with VCRs were asked whether they used it "to record a TV program for viewing at another time." One half (51%) had made use of the VCR for this purpose (time-shifting) at least once in the past month. Three-eighths (38%) of all VCR owners had done so within the past week. Whether or when the home-recorded programming was replayed was not addressed in this study. But it is noteworthy that almost half of VCR owners did no home recording of programs in the September-October period covered by the field work for this survey. (See table 4)

Variations in the use of VCRs for home recording are relatively minor, perhaps because of the low threshhold for use established by the question. Income and education were correlated with increased overall use. Home recording was done more often by the middle-aged, compared with those under age 30 or over age 55. White VCR owners did home recording more than blacks did, and single-person householders and homemakers did so more (55%) than others. People in the Northeast and the South, the two regions with higher cable penetration, also used VCRs more for this purpose. Other demographic or geographic segments showed little variation.

Frequent daily newspaper readers make above-average use (54%) of their VCRs for this purpose, as do those who get their newspaper delivered to their home. This is consistent with their demographic characteristics and with their homes' higher cable penetration and saturation. The interpretive thread that ties these observations together is their greater ability to pay for access to a wider range of viewing options, which makes them a prime target for tune-in and other advertising.

Viewing Rented or Borrowed Films

VCR owners were asked a parallel question as to whether they had used it "to see any films you rented or borrowed." A higher proportion used their VCR for this purpose than for time-shifting. Three-fifths (61%) had done so in the past month; 46 percent of all VCR owners saw a rented or borrowed film within the past week. Thus, the incidence of VCR use for film-viewing on a past-month basis is ten percentage points higher than it is for home recording. (See table 5)

A number of demographic variables show substantial variations in the incidence of monthly VCR film viewing: age, sex, race, employment, and children in the home. The younger VCR owner is much more likely to rent or borrow films: 74 percent of those age 18-24 did so. The proportions renting films among all groups under age 45 are significantly higher than average. Women, especially working women, used their VCRs for this purpose more than men did. Homes with children also show very high (68%) VCR film viewing levels.

Whites (vs. blacks), people with jobs (vs. those who are retired) and people in larger households are also more likely to be VCR film buffs. But it is significant that money (income) or social status (education), two closely-related variables that influence both access to cable and time-shifting VCR use, are not related to film viewing. Once a VCR is in the home, its capacity to allow you to watch what you want, when you want it minimizes the effect of differences in the ability to pay.

For this reason, the relationships between newspaper reading or buying habits and VCR use for this purpose are unlike those observed earlier. For example, those who buy single copies of the newspaper (who are likelier to be infrequent readers) are much more likely to be VCR film viewers. The differences are, however, fairly small among those who read a newspaper more or less often.

Geographic areas with higher than average levels of VCR film viewing include the West (66%) and the South (64%) and rural or nonmetro areas (67%). These include areas of the country with less access to movie theatres and with less extensive cabling as well.

Patterns of VCR Use

Who makes more extensive use of their VCRs? By combining the answers given to the questions analyzed above, we can sketch a portrait of VCR users that takes account of both time shifting and film rentals. Overall, on a past-month basis, one-third (34%) of VCR homes did both, and about one-fifth (22%) did neither. (See table 6)

In general, those with a greater disposition to widen the range of uses of their TV set (i.e., via cable or pay cable subscription) also are more intense users of their VCRs. This includes those with more income, higher education, working women (and women overall), whites (vs. blacks), those who are married or single, in homes with children present, and those who are middle-aged or young (vs. older or retired persons). Within these groups however, the balance as between film viewing or home recording uses can be very different. Similarly, one-person households and homes with three or more people use their VCRs more, but in different ways.

When the two uses of VCRs are jointly taken into account, certain of the regions show a different profile, though on the whole it is the areas with fewer alternatives that tend to show heavier use: rural areas, the South, and the West. But these geographic variations are also affected by the economic and social differences noted above.

Newspaper readers are slightly above-average users of their VCRs, although the ways in which they use them can differ, as we have seen. Thus, the reach of newspapers, both in marketing VCRs and products (videotapes, films) or in advertising film rental outlets makes them an effective alternative to TV-specific promotional advertising.

The VCR and cable (especially pay cable) subscriptions allow viewers to enlarge their program options and in doing so, to avoid commercial messages by zipping or zapping. For this reason, newspapers can also supplement the reach of broadcast TV, especially among prime prospects for a wide range of goods and services.

Table 1

CABLE PENETRATION AND SATURATION

	(A) Have Cable TV	(B) Cable TV Available	Cable Saturation (A)/(B)
TV Households	50%	75%	67%
By Age			
18-24	47%	81%	57%
25-29	47	71	66
30-34	52	72	72
35-44	50	73	69
45-54	48	74	65
55-64	51	72	70
65+	55	78	71
By Sex			
Male	49	73	67
Female	51	76	67
By Race			
White	53	74	71
Black	36	73	49
By Income			
Under $10,000	38	75	51
$10,000 - $14,999	42	75	56
$15,000 - $24,999	46	70	66
$25,000 - $39,999	52	71	72
$40,000+	64	82	78
By Marital Status			
Married	50	72	70
Divorced/widowed/separated	50	78	64
Single	49	82	61
By Education			
Not HS graduate	41	69	59
HS graduate	49	72	69
Some college	57	80	71
College graduate	55	81	68
By Employment Status			
Employed	52	74	70
Full time	51	72	71
Part time	52	81	64
Working women	54	75	72
Not Employed	48	76	63
Retired	54	75	72
Homemaker	47	75	63

(Continued)

Table 1
(Continued)

CABLE PENETRATION AND SATURATION

	(A) Have Cable TV	(B) Cable TV Available	Cable Saturation (A)/(B)
TV Households	50%	75%	67%
By Region			
Northeast	66%	82%	81%
North Central	43	71	61
South	48	74	66
West	43	73	59
By Metro Area			
Non metro	38	51	76
Metro 50-249K	74	86	86
Metro 250-999K	59	88	67
Metro 1 million+	43	77	56
By Use of Newspapers*			
Frequent reader	56	78	71
Infrequent reader	46	73	63
Newspaper nonreader	40	67	60
Weekday home delivery	62	80	77
Single copy buyers	46	72	64
By Household Size			
One	42	76	55
Two	55	76	72
Three or more	48	73	66
Child In Home	46	71	65

* Frequent readers are adults who read a daily newspaper four or all five days during the past five weekdays. Infrequent readers read one less often than that, but read a daily or Sunday newspaper "at least once in a while." The remainder are classified as "newspaper nonreaders."

Questions: "Do you have cable TV in your home?"

(IF NO) "Is there a cable service available that you could subscribe to, if you wanted to? (PROBE: Does a cable system pass by your house or apartment?)"

Table 2

PAY CABLE SUBSCRIBING AMONG DEMOGRAPHIC GROUPS

	In Cable Households	In All TV Households
Total Pay Cable Subscribers	51%	25%
By Age		
18-24	59	27%
25-29	61	29
30-34	53	28
35-44	59	29
45-54	55	27
55-64	43	22
65+	28	16
By Sex		
Male	54	27
Female	47	24
By Race		
White	50	26
Black	58	21
By Income		
Under $10,000	37	14
$10,000 - $14,999	54	23
$15,000 - $24,999	45	21
$25,000 - $39,999	54	28
$40,000+	62	39
By Marital Status		
Married	49	25
Divorced/widowed/separated	43	21
Single	62	31
By Education		
Not HS graduate	41	17
HS graduate	56	28
Some college	50	28
College graduate	52	29
By Employment Status		
Employed	57	29
Full time	58	30
Part time	52	27
Working women	54	29
Not Employed	40	19
Retired	30	16
Homemaker	43	20

(Continued)

Table 2
(Continued)

PAY CABLE SUBSCRIBING AMONG DEMOGRAPHIC GROUPS

	In Cable Households	In All TV Households
Total Pay Cable Subscribers	51%	25%
By Region		
Northeast	51%	33%
North Central	50	22
South	50	24
West	51	22
By Metro Area		
Non metro	43	16
Metro 50-249K	43	32
Metro 250-999K	49	29
Metro 1 million+	60	26
By Use of Newspapers		
Frequent reader	52	29
Infrequent reader	51	24
Newspaper nonreader	44	18
Weekday home delivery	52	32
Single copy buyers	53	25
By Household Size		
One	35	15
Two	41	23
Three or more	58	28
Child In Home	58	27

Question: "In addition to the basic cable service, do you subscribe to any pay TV channel for which you pay extra each month? (e.g., HBO, SHOWTIME)"

Table 3

VCR OWNERSHIP

	Total
TV Households	51%
By Age	
18-24	52%
25-29	64
30-34	59
35-44	67
45-54	58
55-64	42
65+	17
By Sex	
Male	50
Female	53
By Race	
White	52
Black	44
By Income	
Under $10,000	24
$10,000 - $14,999	38
$15,000 - $24,999	49
$25,000 - $39,999	62
$40,000+	76
By Marital Status	
Married	57
Divorced/widowed/separated	33
Single	47
By Education	
Not HS graduate	34
HS graduate	51
Some college	61
College graduate	62
By Employment Status	
Employed	61
Full time	63
Part time	50
Working women	62
Not Employed	37
Retired	22
Homemaker	53

(Continued)

Table 3
(Continued)

VCR OWNERSHIP

	Total
TV Households	51%
By Region	
Northeast	52%
North Central	46
South	50
West	61
By Metro Area	
Non metro	47
Metro 50-249K	48
Metro 250-999K	52
Metro 1 million+	54
By Use of Newspapers	
Frequent reader	55
Infrequent reader	52
Newspaper nonreader	38
Weekday home delivery	57
Single copy buyers	53
By Household Size	
One	26
Two	41
Three or more	60
Child In Home	64

Question: "And do you own a videocassette recorder (VCR)?"

Table 4

VCR RECORDING OF TV PROGRAMS AMONG DEMOGRAPHIC GROUPS

	Recorded TV Programs in Past Month*			
	Total	Past Week	Rest of Month	Didn't Record
VCR Owners	51%	38%	12%	48%
By Age				
18-24	41%	28%	13%	56%
25-29	47	38	9	52
30-34	50	42	8	49
35-44	57	41	16	43
45-54	59	46	13	40
55-64	44	35	9	54
65+	48	31	17	49
By Sex				
Male	50	39	11	50
Female	52	38	14	47
By Race				
White	51	39	12	47
Black	44	32	12	55
By Income				
Under $10,000	41	32	9	58
$10,000 - $14,999	49	40	9	49
$15,000 - $24,999	48	39	9	51
$25,000 - $39,999	47	39	7	53
$40,000+	60	41	19	38
By Marital Status				
Married	54	41	13	45
Divorced/widowed/ separated	40	33	7	56
Single	46	31	15	54
By Education				
Not HS graduate	49	38	11	50
HS graduate	48	38	9	52
Some college	51	36	15	46
College graduate	58	42	16	42

(Continued)

Table 4
(Continued)

VCR RECORDING OF TV PROGRAMS AMONG DEMOGRAPHIC GROUPS

	Recorded TV Programs in Past Month*			
	Total	Past Week	Rest of Month	Didn't Record
VCR Owners	51%	38%	12%	48%
By Employment Status				
Employed	52%	40%	12%	47%
Full time	53	41	12	47
Part time	48	36	12	47
Working women	53	40	13	45
Not Employed	47	34	13	51
Retired	44	35	10	53
Homemaker	55	38	17	43
By Region				
Northeast	52	37	16	45
North Central	46	35	12	52
South	53	40	13	46
West	50	41	8	49
By Metro Area				
Non metro	50	37	13	49
Metro 50-249K	53	38	15	45
Metro 250-999K	51	38	13	48
Metro 1 million+	50	40	11	48
By Use of Newspapers				
Frequent reader	54	43	12	45
Infrequent reader	48	34	13	51
Newspaper nonreader	44	32	12	54
Weekday home delivery	54	41	13	44
Single copy buyers	49	37	12	51
By Household Size				
One	55	40	15	43
Two	52	42	11	47
Three or more	50	37	13	49
Child In Home	53	39	13	46

* Those who didn't answer the question (1%) are not shown in this table.

Question: "Did you use your VCR in the past week to record a TV program for viewing at another time? (IF NO: In the past month?)"

Table 5

VCR FILM VIEWINGS

	Viewed Films in Past Month*			
	Total	Past Week	Rest of Month	Didn't View Films
VCR Owners	61%	46%	16%	38%
By Age				
18-24	74%	57%	17%	25%
25-29	59	48	11	41
30-34	69	55	14	31
35-44	68	48	20	31
45-54	54	36	18	43
55-64	46	35	11	54
65+	32	19	12	63
By Sex				
Male	58	45	13	41
Female	64	46	18	35
By Race				
White	62	45	17	37
Black	55	47	8	44
By Income				
Under $10,000	60	50	10	38
$10,000 - $14,999	62	47	15	38
$15,000 - $24,999	62	45	17	37
$25,000 - $39,999	61	45	15	38
$40,000+	65	47	17	34
By Marital Status				
Married	60	43	17	39
Divorced/widowed/ separated	62	50	12	37
Single	65	52	13	34
By Education				
Not HS graduate	61	44	17	38
HS graduate	59	48	11	41
Some college	64	50	15	34
College graduate	61	39	23	36

(Continued)

Table 5
(Continued)

VCR FILM VIEWINGS

	Viewed Films in Past Month*			
	Total	Past Week	Rest of Month	Didn't View Films
VCR Owners	61%	46%	16%	38%
By Employment Status				
Employed	63%	47%	16%	36%
Full time	63	46	17	37
Part time	66	53	13	33
Working women	68	50	19	31
Not Employed	56	43	13	42
Retired	40	30	10	56
Homemaker	59	43	16	39
By Region				
Northeast	54	38	16	44
North Central	59	50	9	40
South	64	47	17	35
West	66	46	20	34
By Metro Area				
Non metro	67	52	15	32
Metro 50-249K	63	45	19	36
Metro 250-999K	63	47	16	36
Metro 1 million+	56	42	15	42
By Use of Newspapers				
Frequent reader	59	45	15	39
Infrequent reader	64	47	17	35
Newspaper nonreader	62	45	17	38
Weekday home delivery	59	43	16	40
Single copy buyers	65	50	14	34
By Household Size				
One	54	40	14	42
Two	52	37	15	46
Three or more	65	49	16	34
Child In Home	68	51	18	31

* Those who didn't answer the question (1%) are not shown in this table.

Question: "Did you use your VCR in the past week to see any films you rented or borrowed? (IF NO: In the past month?)"

Table 6

RECORDING TV PROGRAMS AND FILM VIEWINGS IN THE PAST MONTH AMONG DEMOGRAPHIC GROUPS

	Did Both	Only Viewed Films	Only Recorded TV Programs	Did Neither*
VCR Owners	34%	27%	16%	22%
By Age				
18-24	33%	41%	8%	18%
25-29	31	28	16	25
30-34	40	29	10	21
35-44	40	28	17	15
45-54	35	19	24	22
55-64	26	19	18	36
65+	21	10	27	42
By Sex				
Male	32	26	18	24
Female	37	27	15	21
By Race				
White	34	27	17	21
Black	29	26	15	30
By Income				
Under $10,000	26	33	15	26
$10,000 - $14,999	33	29	16	22
$15,000 - $24,999	33	29	15	23
$25,000 - $39,999	30	31	16	23
$40,000+	42	22	17	18
By Marital Status				
Married	36	24	18	22
Divorced/widowed/ separated	26	36	13	25
Single	33	32	13	22
By Education				
Not HS graduate	31	30	18	21
HS graduate	31	28	17	24
Some college	36	28	15	21
College graduate	40	21	18	21
By Employment Status				
Employed	36	27	16	21
Full time	37	26	16	21
Part time	32	34	16	18
Working women	40	29	14	18
Not Employed	30	26	17	27
Retired	26	14	18	42
Homemaker	36	23	19	22

(Continued)

Table 6
(Continued)

RECORDING TV PROGRAMS AND FILM VIEWINGS IN THE PAST MONTH AMONG DEMOGRAPHIC GROUPS

	Did Both	Only Viewed Films	Only Recorded TV Programs	Did Neither*
VCR Owners	34%	27%	16%	22%
By Region				
Northeast	33%	21%	19%	27%
North Central	31	28	15	26
South	37	27	17	20
West	35	31	15	19
By Metro Area				
Non metro	32	35	18	15
Metro 50-249K	36	27	17	20
Metro 250-999K	36	27	15	22
Metro 1 million+	34	22	16	27
By Use of Newspapers				
Frequent reader	37	23	17	23
Infrequent reader	34	30	14	22
Newspaper nonreader	26	36	19	19
Weekday home delivery	36	23	18	23
Single copy buyers	35	29	13	22
By Household Size				
One	32	22	23	22
Two	32	19	20	28
Three or more	35	30	15	20
Child In Home	40	28	13	19

* Includes a few (less than 2%) VCR owners who did not answer these questions.

Table 7

RESPONDENT BASES*

	Total TV Households	Total Cable Households	Total VCR Owners
Total Respondents	2013	969	943
By Age			
18-24	173	74	87
25-29	205	99	127
30-34	224	107	132
35-44	412	198	270
45-54	270	128	152
55-64	275	131	105
65+	454	232	70
By Sex			
Male	818	389	393
Female	1195	580	550
By Race			
White	1555	801	744
Black	315	115	125
By Income			
Under $10,000	350	133	69
$10,000 - $14,999	222	91	71
$15,000 - $24,999	383	173	181
$25,000 - $39,999	340	180	208
$40,000+	342	213	259
By Marital Status			
Married	1192	593	669
Divorced/widowed/separated	498	225	134
Single	296	138	130
By Education			
Not HS graduate	518	197	144
HS graduate	729	355	344
Some college	390	212	233
College graduate	349	194	215
By Employment Status			
Employed	1110	552	652
Full time	908	456	559
Part time	202	96	93
Working women	558	285	324
Not Employed	893	413	287
Retired	450	230	87
Homemaker	280	124	130

(Continued)

Table 7
(Continued)

RESPONDENT BASES*

	Total TV Households	Total Cable Households	Total VCR Owners
Total Respondents	2013	969	943
By Region			
Northeast	455	282	215
North Central	490	204	208
South	737	341	326
West	331	142	194
By Metro Area			
Non metro	524	202	207
Metro 50-249K	248	175	115
Metro 250-999K	462	268	216
Metro 1 million+	779	324	405
By Use of Newspapers*			
Frequent reader	975	536	500
Infrequent reader	719	312	341
Newspaper nonreader	319	121	102
Weekday home delivery	937	558	489
Single copy buyers	886	401	445
By Household Size			
One	391	164	89
Two	631	335	250
Three or more	991	470	604
Child In Home	832	385	519

*Note: All percentages in this report are based on weighted respondents. This table shows the total unweighted number interviewed in each group, under the three headings that correspond to the major respondent bases used in the report.

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How Consumers Read and Use Newspaper Advertising

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

HOW CONSUMERS READ AND USE
NEWSPAPER ADVERTISING:
Results From A National Survey

August 1988

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1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by Charles Lehman.

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HIGHLIGHTS

Personal interviews conducted in October 1987 with regular and occasional newspaper readers show that:

- The newspaper is a unique, action-oriented advertising medium. Seven out of ten (71%) agree that, "The paper helps me to decide where to shop and buy." Among women, the principal buying agents in most households, eight out of ten (79%) agree that they use the newspaper as a shopping and buying guide.

- When respondents were asked to rate the relative importance to themselves of TV and newspapers in their roles as consumer and shopper, 65% called newspapers more important, compared with 15% who chose TV. Among women the margin in favor of the newspaper was 72% to 12%.

- On an average weekday, 67% of all the newspaper pages in readers' hands will be opened, thus providing the opportunity for advertising exposure. Regardless of the reader's age, household income or level of education, at least 60% of the pages are opened.

- Themed editorial sections in the daily newspaper give advertisers the opportunity to reach a number of specialized audiences within the overall audience. The relevant measure for many advertisers is not the total number of people reached but the number of prime prospects.

- While the proportion of pages opened tends to decline as newspapers grow fatter, readers of the fattest newspapers open to many more pages than the thinnest newspapers contain. This is because the typical newspaper reader has many interests.

- Two thirds (67%) of the pages on which ROP display advertising appears are opened--a figure that is identical for pages containing only editorial material.

- A card-sorting task measuring the kinds of newspaper items usually read indicates that women are more likely to read supermarket ads, store ads for clothing and movie ads than they are to read the average news story or feature.

- Overall, 72% of Sunday newspaper readers read special advertising inserts in the Sunday paper. Among women, 57% report regular reading of inserts and an additional 24% say that they read inserts "now and then".

- More than half of the sample (56%) say that they have clipped coupons from a newspaper within the past three months or so. As expected, coupon clipping is more common among women, but 40% of the men also report clipping coupons.

- Newspaper classified advertising is a special marketplace, attracting millions of readers on an average weekday or Sunday. Classified is especially important to young adults who are most likely to be active prospects for jobs, housing and cars.

- Two thirds of those reporting readership of classified over the past week were purposeful readers who were "looking specifically for a certain kind of ad". Earlier research has shown that "accidental" classified readers and browsers also generate business for classified advertisers.

HOW CONSUMERS READ AND USE NEWSPAPER ADVERTISING

The Newspaper as a Shopping and Buying Guide

Seven out of ten newspaper readers[1] agree with the statement that, "The paper helps me to decide where to shop and buy." Women are more positive--about eight out of ten (79%) recognize the newspaper's value as a shopping and buying guide, compared with 63% for men. The difference in the proportion who agree "strongly" is even more marked--26% for men vs. 44% for women.[2] These male-female differences presumably reflect the fact that women tend to shop for and buy a greater variety of items on a more frequent basis (Table 1).

In every age group and at every educational level, more than six in ten agree that the newspaper is helpful to shoppers and consumers. This high degree of approval, given widespread negative stereotypes of advertising, suggests that the newspaper is a special kind of advertising medium. This report will explore some aspects of that special quality.

---

1) In this survey, through a sequence of questions about newspaper reading, 15% of all adults contacted indicated that they do not read newspapers "even once in awhile". The questions on which this report is based were not asked of this group. Some questions were asked of only one-half of the respondents, using either of two versions (A and B) of the basic interview schedule. The unweighted bases for all newspaper readers and for those in the split-halves of the sample are shown in the Appendix.

2) Higher proportions of women than men also said that they would like the same amount of advertising (55%, vs 43% for men) or more advertising (11% vs 6% for men) in the Sunday newspaper.

Table 1

"The paper helps me to decide where to shop and buy."

	Agree:			
	Total	Strongly	Somewhat	Disagree
Total Version B readers	71%	35%	36%	24%
By sex:				
Men	63%	26%	37%	32%
Women	79	44	35	18
By age:				
18-24 years	75%	26%	49%	25%
25-34 years	71	35	36	24
35-44 years	64	36	28	31
45-54 years	71	32	39	24
55-64 years	75	39	36	21
65 years or older	78	44	34	18
By education:				
Some high school or less	78%	47%	31%	17%
High school graduate	71	38	33	24
1-3 years college	70	25	45	28
College graduate	67	32	35	31
By household income:				
Under $15,000	76%	40%	36%	19%
$15,000 - $24,999	79	44	35	18
$25,000 - $39,999	70	39	31	26
$40,000 and over	62	28	34	34
By employment status:				
Total employed	67%	30%	37%	29%
Working women	78	40	38	20
Total not employed	78	43	35	17
By frequency of daily reading:				
Read 4-5 days	71%	35%	36%	26%
Read 3 days or fewer	71	36	35	22
By circulation of newspaper read:				
Under 50,000	73%	43%	30%	25%
50,000 - 250,000	73	35	38	24
250,000 and over	70	27	43	26

Question: Please tell me if you agree or disagree that (this statement) applies to you personally. (IF AGREE: Would you say you agree strongly, or only somewhat, that it applies to you?) - VERSION B

Consumers Rate the Importance of Newspaper vs. TV Advertising

The newspaper readers surveyed were also asked about the relative importance of the newspaper and television in their role as "a consumer or shopper". Although it is reasonable to assume that respondents relate this question mainly to advertising, some might also associate it with editorial or program content.

In either case, responses to the question heavily favor newspapers: 65% of the sample said the newspaper is more important, while 15% said that television is more important and 13% called the two media equally important in this respect. The highest proportions rating the newspaper more important than TV as a medium for consumers and shoppers are found among: women, adults over 35 years of age, those with college backgrounds, those with household incomes of $25,000 or more, and regular daily newspaper readers (Table 2). These groups might be characterized as the best customers and prospects for many products and services.

The newspaper's commanding lead over television in the context of shopping and buying probably results from a combination of factors, including the ease of accessing information in the newspaper, greater detail on prices and product features, a wider range of advertised goods and services (for easy comparisons), and other advantages inherent in a time-sensitive print medium, such as couponing.

Table 2

Newspaper vs. TV: Medium More Important to Respondent as Consumer and Shopper

	More Important			Don't Know
	Newspaper	Television	Equal	No Answer
Total Version A readers	65%	15%	13%	7%
By sex:				
Men	57%	19%	14%	10%
Women	72	12	11	5
By age:				
18-24 years	46%	27%	19%	8%
25-34 years	61	22	8	9
35-44 years	67	16	12	5
45-54 years	68	10	15	7
55-64 years	72	11	8	9
65 years or older	73	4	14	9
By education:				
Some high school or less	63%	14%	16%	7%
High school graduate	61	16	15	8
1-3 years college	68	17	6	9
College graduate	72	15	11	2
By household income:				
Under $15,000	61%	21%	10%	8%
$15,000 - $24,999	69	16	8	7
$25,000 - $39,999	73	14	5	8
$40,000 and over	70	15	13	2
By employment status:				
Total employed	64%	17%	12%	7%
Working women	73	13	10	4
Total not employed	65	13	14	8
By frequency of daily reading:				
Read 4-5 days	73%	8%	12%	7%
Read 3 days or fewer	53	25	14	8
By circulation of newspaper read:				
Under 50,000	70%	12%	13%	5%
50,000 - 250,000	64	18	11	7
250,000 and over	67	13	16	4

Question: Which of the two media--newspapers or TV--is more important to you as a consumer or shopper? - VERSION A

Page Opening by Type of Section

The daily newspaper's sections allow people to read in a more purposeful way; at the same time, sections can also promote browsing. Pages with all types of editorial content stand a good chance of being opened.[1] As past research has shown, the main news section ranks very high: 80% of the pages in this section are opened. An almost identical level of page opening is found for its editorial and op-ed pages (Table 3).

Several types of newspaper sections show very different levels of page opening for men and women. Among male readers, 71% of sports section pages are opened but only 47% among women readers. Conversely, the figures for food pages are 30% for men vs. 69% for women. However, the male-female difference in the proportion opening the business section pages is smaller (59% for men, 52% for women) perhaps because so many women now pursue active working careers.

The themed environments found in a typical daily newspaper represent unique opportunities for those advertisers who must direct their messages to target audiences rather than to consumers in general. To a greater extent than any other medium, the sections of the daily newspaper provide varied environments at a local level that closely match the customer profiles for different kinds of retail stores, products and services.

---

1) A full description of the sampling procedures and interviewing guidelines used to measure page opening is contained in the technical report prepared by Response Analysis Corporation, which conducted the study.

Table 3

Daily Newspaper Page Opening by Type of Section

	Percent Opening Page:		
	Adults	Men	Women
Main news section	80%	77%	82%
Editorial, op-ed, letters, columns	80	81	80
Other news (area, region, local)	75	71	79
Other features: fashion, science, travel[a]	72	66	78
Lifestyle, women, home	68	61	78
Entertainment, TV, movies	60	57	63
Sports	59	71	47
Business, finance	56	59	52
Food	53	30	69
Classified section[b]	39	40	37
Average percent of pages opened	67%	66%	69%

a) These dissimilar sections have been combined to compensate for small bases.

b) Spreads consisting entirely of classified advertising are excluded from the average for consistency with earlier page-opening research, which did not include measures for such spreads. They are shown here for comparative purposes.

Page Opening: Reaching Potential Customers

The prime responsibility of any advertising medium is to give advertisers the opportunity of reaching their customers. Before newspaper readers can read and act on a particular ad, they must open to the page, or spread, on which the ad appears. To measure page opening, respondents who reported reading a "yesterday" newspaper included in the interviewer's kit were taken through a copy of the paper and asked about a sample of six randomly selected spreads.[1]

On average, two thirds (67%) of the newspaper pages in readers' hands will be opened. A majority of the pages will be opened regardless of the reader's age, sex, race, education or income level (Table 4).

Differences found in the proportion of pages opened by readers in different segments can reflect factors other than demographics. For example, older adults are somewhat more likely than young adults to live in non-metropolitan areas where newspapers have fewer pages. However, other data in this survey indicate that young adults are also more selective in their newspaper reading habits than older adults are.

---

1) The randomly selected pages in this survey included spreads that consisted entirely of classified advertising. However, the average page-opening figure and other findings in this report (except where specifically noted) exclude such spreads in order to make the results comparable to earlier research on page opening.

Table 4

Daily Newspaper Page Opening by Demographics of Readers

	Total Readers	Men	Women
Percent of pages opened:	67%	66%	68%
By age:			
18-34 years	60%	62%	58%
35-54 years	67	64	70
55 years or older	74	72	76
By race:			
White	69%	68%	70%
Black	56	57	55
All other	67	68	67
By education:			
Some high school or less	70%	71%	68%
High school graduate	69	65	73
1-3 years college	67	67	67
College graduate	64	65	62
By household income:			
Under $15,000	69%	73%	66%
$15,000 - $24,999	72	75	69
$25,000 - $39,999	66	62	70
$40,000 and over	61	61	62

How Does the Size of the Daily Paper Affect Page Opening?

This 1987 survey confirms earlier research on page opening, which showed that the percentage of pages opened tends to decrease as a newspaper grows fatter.[1] In papers having ten to thirty-two pages, 78% of the pages are opened, on average, as compared with 63% of the pages in papers with eighty-one to two-hundred-four pages (Table 5).

In part, this is because the fattest daily newspapers contain more pages and sections with specialized content designed to appeal to particular groups within the total newspaper audience. However, the typical reader is interested in many different topics. Estimates of the number of pages opened show that readers of the fattest newspapers open to many more pages than the thinnest newspapers contain (Table 5).[2]

Page opening figures for dailies in different circulation-size groups show a similar pattern because small-circulation newspapers are much thinner, on average, than large-circulation newspapers. In newspapers with less than 25,000 circulation, 71% of the pages are opened, on average. For newspapers with over 250,000 circulation, the comparable figure is 63% (Table 6). Over the past few years American newspapers have grown fatter. An average daily paper read by a respondent in this 1987 survey contained seventy pages (median).

---

1) For example, see "Newspaper Pages, Ads and Readers", Newspaper Advertising Bureau, May 1984.

2) Compare with "Meeting Readers' Multiple Needs", Newspaper Advertising Bureau, March 1984, page 18.

Table 5

Page Opening by Number of Pages in Daily Newspaper

Size Categories*	Average # Pages	Percent Opened	Estimated # Pages Opened
10 to 32 pages in newspaper	21	78%	16
33 to 48 pages in newspaper	40	68	27
49 to 80 pages in newspaper	56	69	39
81 to 204 pages in newspaper	120	63	76

* The total number of pages counted in newspapers in each category included all-classified pages.

Table 6

Page Opening by Circulation of Daily Newspaper

	Percent of Pages Opened:		
	Adults	Men	Women
Under 25,000	75%	71%	78%
25,000 - 50,000	78	79	77
50,000 - 100,000	69	65	72
100,000 - 250,000	65	64	65
250,000 and over	63	63	63

How Does Location Within the Paper Affect Page Opening?

If the proportion of daily newspaper pages opened is somewhat higher for thin papers than for fat papers, are spreads near the front page more likely to be opened than pages near the back? In a national survey, it is not possible to develop figures for specific spreads (say, pages 22 and 23) because the number of pages in individual dailies read by respondents varies so greatly. Nevertheless, it is possible to look at the effect of a page's relative position within the newspaper (Table 7).

As Table 7 shows, the front page is the most widely seen of all pages. This is consistent with the importance that readers attach to hard news and with the finding that the most common way of reading the paper is to start with the front page.

The randomly selected interior spread nearest the front has a 77% chance of being opened, as compared with 53% for the spread nearest the back. This difference reflects not only the thickness of the major metro dailies (which disproportionately affects these results), but also the fact that more specialized material (e.g., stock market quotations) can usually be found in the back pages of most daily newspapers.

Table 7

Daily Newspaper Page Opening by Location of Page in Newspaper

	Adults	Men	Women
Front page of paper	97%	97%	96%
Average interior spread[a]	68%	67%	68%
First interior spread	77	74	81
Second interior spread	71	70	73
Third interior spread	64	65	64
Fourth interior spread	66	66	66
Fifth interior spread	56	57	54
Sixth interior spread	53	59	44
Front page of section	66%	62%	71%
Back page of section	60%	57%	63%

a) "First interior spread" does not refer to pages 2 and 3 of the newspaper. Page opening measures were obtained on a random sample of pages in newspapers read yesterday that were also included in the interviewer's kit. Therefore, "first interior spread" denotes the spread nearest the front page that was randomly selected for a particular interview. Similarly, "second interior spread" is the one located after that, based on its selection from a table of randomized numbers that took into account the day of the week and the paper's overall size (number of pages).

Display Advertising Gets As Much Exposure as Editorial Content

A tabulation of page opening by the type of advertising found on the page shows virtually identical figures for all-editorial pages and those that include ROP display advertising. Both types of pages are opened by two out of three readers, both men and women (Table 8).

Table 8

Daily Newspaper Page Opening by Presence of ROP Display Advertising

	Adults	Men	Women
No advertising (all-editorial)[a]	67%	67%	68%
Display advertising and editorial	67	66	69

a) Does not include front page of newspaper.

In contrast, the odds are about four out of ten (39%) that a page or spread consisting entirely of classified advertising will be opened. As will be shown later in this report, most reading of classified advertising is purposeful, which means that readers who turn to the classified pages have a pre-established interest in the products or services advertised. This may be particularly true for readers of large-circulation newspapers which contain several classified sections.

Additional data on page opening by population of metro area, newspaper cycle, and time spent reading are shown in tables A4 through A6 in the Appendix.

Newspaper Advertising Selects Its Own Audience

In this research a card-sorting task that included 13 kinds of news, 12 kinds of features and 5 kinds of advertising was used to assess readers' preferences for various categories of newspaper content. Data from this part of the survey confirm other research findings[1] that demonstrate the targeted appeal of newspaper advertising.

The major attraction of a particular newspaper ad is the pertinent information it contains about products and services that readers themselves use. Although creativity and esthetic merit are important, reader involvement with newspaper advertising is usually product-related.

This important point is clearly reflected in Table 9. For example, the figures in this table show that women are much more likely to read clothing ads and supermarket ads than they are to read the average news item or feature. And women are more faithful readers of ads than men are, with the exception of the real estate classified category.[2]

Table 10 provides additional details on the kinds of newspaper advertising usually read by key demographic segments. For example, adults under 25 years of age have a higher than average level of interest in movie ads and help wanted classified.

---

1) See "How Newspaper Ads Select Customers' Revisited", Newspaper Advertising Bureau, April 1987.

2) Respondents were not asked about some "male interest" categories of advertising (e.g., automobiles).

Table 9

Kinds of Daily Newspaper Items and Advertising "Usually Read"

	Total Readers	Men	Women
Average (mean): 13 kinds of news items[a]	62%	66%	59%
Average (mean): 12 kinds of features[a]	49	43	55
Supermarket ads	58	40	73
Store ads for clothing	57	40	73
Movie ads	50	47	53
Help wanted classified	43	42	44
Real estate classified	31	34	28
Unweighted base: Total newspaper readers	(1,717)	(703)	(1,014)

Question: Each of these cards contains a different kind of news, feature or advertising item appearing in most daily newspapers. Please look through them and put to one side the kinds of things you don't usually read or look at.

a) To place these averages in perspective, it might be noted that the proportion of news items usually read ranged from 84% (for "news about the local community") to 46% (for "business and financial news"). Comparable figures for features ranged from 60% (for "TV program listings") to 26% (for "crossword puzzle").

Table 10

Kinds of Daily Newspaper Advertising "Usually Read"

	Supermkt Ads	Clothing Ads	Movie Ads	Help Wanted	Real Estate
Total newspaper readers	58%	57%	50%	43%	31%
By sex:					
Men	40%	40%	47%	42%	34%
Women	73	73	53	44	28
By age:					
18-24 years	44%	59%	76%	55%	24%
25-34 years	58	60	65	54	34
35-44 years	56	57	55	47	36
45-54 years	56	59	38	42	32
55-64 years	62	53	30	33	33
65 years or older	69	53	24	22	24
By education:					
Some high school or less	69%	60%	39%	44%	29%
High school graduate	62	59	49	46	32
1-3 years college	52	55	57	42	29
College graduate	45	55	54	40	32
By household income:					
Under $15,000	68%	59%	55%	51%	28%
$15,000 - $24,999	64	61	50	50	29
$25,000 - $39,999	53	59	50	45	33
$40,000 and over	45	56	54	39	34
By employment status:					
Total employed	49%	54%	53%	45%	35%
Working women	70	75	61	47	30
Total not employed	67	58	42	39	27
By frequency of daily reading:					
Read 4 to 5 days	58%	59%	48%	40%	31%
Read 3 days or fewer	57	55	53	47	30
By circulation of newspaper read:					
Under 25,000	67%	61%	47%	51%	34%
25,000 - 50,000	63	68	55	55	39
50,000 - 100,000	57	53	52	48	27
100,000 - 250,000	55	55	48	36	26
250,000 and over	54	56	53	36	32

Sunday Advertising Inserts Are Well Read

When Sunday newspaper readers were asked how often they read the special advertising inserts in Sunday editions, a total of 72% indicated that they read Sunday inserts either "regularly" (46%) or "now and then" (26%). As with most other types of newspaper advertising, women are the most faithful readers of Sunday inserts; eight in ten women read them, compared with six in ten men (Table 11). Nor does employment dull women shoppers' interest in Sunday inserts--readership is just as high among working women as among those who aren't gainfully employed.

Other demographic variations in levels of Sunday insert readership are less striking than these male-female difference. For example, respondents with household incomes under $15,000 and those with incomes of $40,000 and over are equally likely to read inserts, as are regular and occasional readers of daily newspapers. However, readership may be above average in the 25-to-34 year age group, when many are moving to new homes or starting families, and the time and money that Sunday inserts can save them have added advantages.

Table 11

Readership of Advertising Inserts in Sunday Newspaper

	Total Reading	Read Regularly	Look at Now & Then
Total Sunday newspaper readers	72%	46%	26%
By sex:			
Men	62%	34%	28%
Women	81	57	24
By age:			
18-24 years	69%	43%	26%
25-34 years	78	49	29
35-44 years	75	51	24
45-54 years	72	48	24
55-64 years	61	39	22
65 years or older	69	41	28
By education:			
Some high school or less	72%	47%	28%
High school graduate	72	49	23
1-3 years college	74	44	30
College graduate	68	42	26
By household income:			
Under $15,000	72%	47%	25%
$15,000 - $24,999	73	48	25
$25,000 - $39,999	72	47	25
$40,000 and over	72	46	26
By employment status:			
Total employed	72%	45%	27%
Working women	81	57	24
Total not employed	71	47	24
By frequency of daily reading:			
Read 4-5 days	72%	46%	26%
Read 3 days or fewer	71	45	26
By circulation of newspaper read:			
Under 25,000	69%	45%	24%
25,000 - 50,000	77	51	26
50,000 - 100,000	75	49	26
100,000 - 250,000	70	48	22
250,000 and over	66	37	29

Question: For each section, please tell me whether you read it regularly, look at it now and then, or whether you put it aside without looking at it.

All Kinds of Readers Clip Coupons

One-half of the readers (Version A) were asked a question on coupon clipping. Overall, 56% of the sample reported clipping coupons from a newspaper within "the past three months or so". The proportion of coupon clippers was highest among women (71%), reflecting the fact that the principal food shopper in most households is a woman. For men, the comparable figure is 40% (Table 12).

The finding that four out of ten men have recently clipped coupons may be something of a surprise. Women have traditionally been regarded as the sole or primary users of cents-off coupons; in fact, research companies often limit questions about coupon use to female homemakers. This study did not include a question on the number of coupons clipped; women are more important among "heavy" coupon clippers and users.

Table 12

Percentage Clipping Coupons Within Past Three Months

	Clipped Coupons	Did Not Clip Coupons	Don't Know, No Answer
Total Version A readers	56%	41%	3%
By sex:			
Men	40%	57%	3%
Women	71	26	3
By age:			
18-24 years	42%	54%	4%
25-34 years	57	40	3
35-44 years	52	45	3
45-54 years	59	39	2
55-64 years	61	35	4
65 years or older	61	35	4
By education:			
Some high school or less	64%	32%	4%
High school graduate	57	40	3
1-3 years college	53	45	2
College graduate	49	49	2
By household income:			
Under $15,000	58%	40%	2%
$15,000 - $24,999	62	35	3
$25,000 - $39,999	53	45	2
$40,000 and over	53	46	1
By employment status:			
Total employed	51%	47%	2%
Working women	67	31	3
Total not employed	63	33	4
By frequency of daily reading:			
Read 4-5 days	56%	42%	2%
Read 3 days or fewer	55	40	5
By circulation of newspaper read:			
Under 50,000	57%	41%	2%
50,000 - 250,000	62	37	1
250,000 and over	49	49	2

Question: Have you clipped any coupons from a newspaper in the past three months or so? - VERSION A

Classified Readership in Weekday and Sunday Editions

In response to questions in Version B of the questionnaire, 38% of the sample reported that in the past week they had looked at classified advertising in the daily newspaper, while 31% had seen classified ads in the past week's Sunday edition (Table 13).[1]

Taken at face value, this would mean that during a typical week, about 40 million people see classified advertising in the daily paper, while over 34 million see classified ads on Sunday. However, earlier research[2] that probed the readership of specific classified categories in newspapers read yesterday suggests that respondents in the present survey underestimated their readership of types of classified advertising for both weekdays and Sundays.

In general, however, the classified readership patterns found among various demographic segments are consistent with those seen in past research on classified. In particular, readership is highest among adults under 45 years of age and shows a sharp drop after age 65. This is because the major categories of classified advertising--automotive, employment, and real estate--are more closely tied to the basic needs of younger adults.

---

1) It should be kept in mind that most daily newspapers have five or six weekday editions but only one Sunday edition.

2) For example, see "A National Study of Classified Advertising Readership and Prospect Status," Newspaper Advertising Bureau, 1980.

Table 13

Percentage Reading Classified Advertising in Past Week

	Any Weekday	Sunday
Total Version B readers	38%	31%
By sex:		
Men	39%	31%
Women	36	30
By age:		
18-24 years	43%	30%
25-34 years	46	37
35-44 years	42	35
45-54 years	34	28
55-64 years	41	39
65 years or older	14	8
By education:		
Some high school or less	37%	26%
High school graduate	42	34
1-3 years college	37	28
College graduate	33	31
By household income:		
Under $15,000	46%	28%
$15,000 - $24,999	40	31
$25,000 - $39,999	36	35
$40,000 and over	43	39
By employment status:		
Total employed	40%	34%
Working women	38	34
Total not employed	35	25
By frequency of daily reading:		
Read 4-5 days	43%	35%
Read 3 days or fewer	31	24
By circulation of newspaper read:		
Under 50,000	50%	39%
50,000 - 250,000	32	27
250,000 and over	33	27

Question: Did you look at classified ads for homes, jobs, cars, or other things in the daily paper at any time during the past week? Did you look at any classified ads for homes, jobs, cars, or other things in last week's Sunday paper? - VERSION B

Classified: The Advertising People Actively Seek

The main thrust of classified advertising from its very beginnings has been to help people locate goods and services that satisfy some of their most basic needs. Classified is perhaps the most selective of all advertising and therefore least in need of attention-getting gimmicks.

The basic character of classified is reflected in the finding that about two thirds of those looking at classified in the past week (66% of weekday readers, 69% of Sunday readers) report that they were "looking specifically for a certain kind of ad" (Tables 14 and 15).

Purposeful searches of the weekday or Sunday paper's classified pages appear to be most common among men, those under 35 years of age, occasional readers of the daily or Sunday newspaper, and those with college backgrounds.[1]

Although most readership of classified is purposeful, one third of recent readers of classified ads report that they were looking at pages on which classified advertising "happened to be located". Earlier research (cited on page 23) showed that these browsers can be an important source of business for classified advertisers.

---

1) The questions discussed in this section were asked of only a subset of Version B respondents. Some bases are small and relatively unstable; the bases are shown in tables 14 and 15.

Table 14

Weekday Classified: Purposeful vs. Chance Reading

	Unwtd. Base	Looked for Specific Ads	Happened to See Ads
Daily classified readers (Version B)	308	66%	33%
By sex:			
Men	130	70%	28%
Women	178	61	39
By age:			
18-34 years	128	71%	28%
35-54 years	116	69	31
55 years or older	64	43	54
By education:			
Some high school or less	62	60%	38%
High school graduate	124	61	37
1-3 years college	69	68	32
College graduate	51	78	22
By household income:			
Under $15,000	96	65%	33%
$15,000 - $24,999	58	54	43
$25,000 - $39,999	56	74	26
$40,000 and over	72	71	29
By employment status:			
Total employed	191	69%	31%
Working women	97	59	41
Total not employed	115	60	38
By frequency of daily reading:			
Read 4-5 days	207	62%	37%
Read 3 days or fewer	101	74	26
By circulation of newspaper read:			
Under 50,000	139	66%	33%
50,000 - 250,000	106	65	33
250,000 and over	59	67	33

Question: Were you looking specifically for a certain kind of ad, or were you just looking at some pages on which those classified ads happened to be located? - VERSION B

* Some rows do not total 100% because "don't know" and "no answer" have been excluded (1% of total). Because of small bases, some demographic subgroups (e.g., ages 35-44 years and 45-54 years) have been combined.

Table 15

Sunday Classified: Purposeful vs. Chance Reading

	Unwtd. Base	Looked for Specific Ads	Happened to See Ads
Sunday classified readers (Version B)	227	69%	31%
By sex:			
Men	102	67	33
Women	125	71	29
By age:			
18-34 years	88	81%	19%
35-54 years	89	67	33
55 years or older	50	44	56
By education:			
Some high school or less	40	49%	51%
High school graduate	94	76	24
1-3 years college	47	70	30
College graduate	44	70	30
By household income:			
Under $15,000	57	67%	33%
$15,000 - $24,999	42	63	37
$25,000 - $39,999	56	74	26
$40,000 and over	72	71	29
By employment status:			
Total employed	152	72%	28%
Working women	75	73	27
Total not employed	74	61	39
By frequency of daily reading:			
Read 4-5 days	149	65%	35%
Read 3 days or fewer	78	78	22
By circulation of newspaper read:*			
Under 50,000	90	65%	35%
50,000 - 250,000	82	70	30
250,000 and over	53	73	27

Question: Were you looking specifically for a certain kind of ad, or were you just looking at some pages on which those classified ads happened to be located? - VERSION B

* This category refers to the daily newspaper read, which may not be the same as the Sunday edition read. Because of small bases, circulation groups have been combined.

Are They More Likely to Read the Weekday or Sunday Classified?

When Version B respondents were asked whether they were more likely to look at the daily or Sunday paper for classified ads, 52% opted for the Sunday paper and 27% for the daily paper; 6% volunteered the information that they would look at both (Table 16).

Responses to this question may simply attest to an awareness of existing conditions, namely, that in most newspapers, the Sunday editions carry more classified advertising by far than weekday editions do. This in turn suggests that those with an interest in any specific category of classified advertising want access to the largest possible pool of ads. Since the three leading classifications involve major personal decisions, it is hardly surprising that people looking for a job, a new home, or a car seek the widest range of choices.

Preference for the Sunday paper runs highest among adults under 35 years of age, people with college backgrounds, those who are employed, and those with household incomes over $40,000, as well as readers of dailies with circulations of 50,000 and over. Only in the case of readers of the smallest papers (which are also the least likely to publish a Sunday edition) does the daily win out over the Sunday paper for its classifieds.

Table 16

Likelihood of Reading Classified in Daily vs Sunday Paper

	More Likely to Read:		
	Daily	Sunday	Both
Total Version B readers*	27%	52%	6%
By sex:			
Men	24%	53%	7%
Women	30	51	5
By age:			
18-24 years	29%	61%	8%
25-34 years	23	59	3
35-44 years	29	54	4
45-54 years	29	57	5
55-64 years	24	42	16
65 years or older	29	33	3
By education:			
Some high school or less	32%	43%	7%
High school graduate	31	46	7
1-3 years college	20	66	3
College graduate	23	55	5
By household income:			
Under $15,000	38%	41%	6%
$15,000 - $24,999	28	54	5
$25,000 - $39,999	27	51	5
$40,000 and over	25	59	6
Employment status:			
Total employed	26%	58%	6%
Working women	28	57	5
Total not employed	29	42	5
By frequency of daily reading:			
Read 4-5 days	30%	50%	6%
Read 3 days or fewer	23	55	6
By circulation of daily newspaper read:			
Under 50,000	43%	38%	4%
50,000 - 250,000	21	59	6
250,000 and over	14	65	7

Question: Which of the two--the daily paper or the Sunday paper--are you more likely to look at for its classified ads? - VERSION B

* Rows do not total 100% because "neither" (2% of total responses) and "don't know"/"no answer" (13% of total) are not shown.

Overview

The basic thrust of this report has been to show the status of the daily newspaper as a unique advertising medium. Seven out of ten members of the public find the newspaper helpful in their shopping and buying decisions. Women, who are more frequent purchasers of a large range of items, also reveal the most positive attitudes toward newspaper advertising.

As past research has shown, newspaper advertising often triggers product interest and reader action. When people want to know where to buy and how much they will have to pay, the newspaper is the medium they turn to. Newspaper advertising also simplifies comparison shopping.

The daily newspaper offers excellent opportunities for advertising exposure--two thirds of the pages on which ROP display advertising appears are opened. In addition, a typical newspaper provides a number of themed environments that segment the overall audience into groups that represent the most desirable prospects for many categories of products and services.

Other advertising values delivered by newspapers are represented by the readership of classified advertising, clipping of newspaper coupons, and readership of advertising inserts in the Sunday paper.

APPENDIX

Table A1

Respondent Bases

	Newspaper Readers	Non-Readers*	Total Adults*
Total sample (unweighted)	1,717	332	2,049
By sex:			
Total men	703	133	836
Total women	1,014	199	1,213
By age:			
18-24 years	150	126	176
25-34 years	370	70	440
35-44 years	359	58	417
45-54 years	236	37	273
55-64 years	232	45	277
65 years or older	370	96	466
By education:			
Some high school or less	376	152	528
High school graduate	629	108	737
1-3 years college	361	38	399
College graduate	330	24	354
By household income:			
Under $15,000	443	149	592
$15,000 - $24,999	340	51	391
$25,000 - $39,999	312	29	341
$40,000 and over	318	26	344
By employment status:			
Total employed	980	146	1,126
Working women	499	65	564
Total not employed	728	184	912
By frequency of daily reading:			
Read 4-5 days	987	0	987
Read 3 days or fewer	730	0	730
By circulation of newspaper read:			
Under 25,000	262	0	262
25,000 - 50,000	316	0	316
50,000 - 100,000	198	0	198
100,000 - 250,000	454	0	454
250,000 and over	407	0	407

* Shown for completeness only. None of the tables in the report refer to these two groups. Numbers are unweighted respondents; all percentages are based on weighted numbers of respondents.

Table A2

Respondent Bases

	Total Version A Readers	Total Version B Readers	Version B Sunday Readers
Total sample (unweighted)	843	874	776
By sex:			
Total men	340	363	325
Total women	503	511	451
By age:			
18-24 years	74	76	64
25-34 years	164	206	183
35-44 years	174	185	169
45-54 years	112	124	112
55-64 years	121	111	99
65 years or older	198	172	149
By education:			
Some high school or less	186	188	152
High school graduate	307	321	289
1-3 years college	170	188	171
College graduate	161	168	155
By household income:			
Under $15,000	214	229	193
$15,000 - $24,999	169	171	150
$25,000 - $39,999	156	156	137
$40,000 and over	140	178	164
By employment status:			
Total employed	475	505	456
Working women	240	257	230
Total not employed	360	364	315
By frequency of daily reading:			
Read 4-5 days	476	511	468
Read 3 days or fewer	367	363	308
By circulation of daily read:			
Under 25,000	125	137	108
25,000 - 50,000	160	156	141
50,000 - 100,000	100	98	89
100,000 - 250,000	215	239	220
250,000 and over	201	206	193

Table A3

Page Opening Bases

	Including All-Classified	Excluding All-Classified
Total pages (unweighted)	10,352	8,698
By sex of reader:		
Men	4,457	3,752
Women	5,895	4,946
By education of reader:		
Some high school or less	2,022	1,696
High school graduate	3,602	3,034
1-3 years college	2,195	1,834
College graduate	2,401	2,025
By household income of reader:		
Under $15,000	2,189	1,867
$15,000 - $24,999	1,889	1,589
$25,000 - $39,999	2,023	1,713
$40,000 and over	2,367	1,981
By number of pages in paper		
10-32 pages	3,042	2,658
33-48 pages	2,623	2,194
49-80 pages	2,573	2,099
81-204 pages	2,114	1,747
By location within paper:		
Front page of paper	172	171
First interior spread	1,766	1,744
Second interior spread	1,768	1,667
Third interior spread	1,754	1,474
Fourth interior spread	1,646	1,167
Fifth interior spread	1,228	761
Sixth interior spread	612	411
Front page of section	619	590
Back page of section	618	573

Table A4

Page Opening by Population of Metropolitan Area

	Total Pages*	Page Opening
Metropolitan area:		
One million and over	3,971	65%
250,000 - 999,999	2,685	69%
50,000 - 249,999	5,577	78%
Non-metropolitan area	2,151	67%

Table A5

Page Opening by Newspaper Cycle

	Total Pages*	Page Opening
Morning	5,987	66%
Evening	3,701	70%
All day	664	65%

* Unweighted base.

Table A6

Page Opening by Time Spent Reading[a]

Time spent reading:	Page Opening
29 minutes or less	55%
30 - 44 minutes	63%
45 - 59 minutes	68%
60 - 74 minutes	73%
75 minutes or more	87%

a) Based on qualified readers who read only one daily newspaper yesterday.

How Readers Rate Their Newspapers

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

HOW READERS RATE THEIR NEWSPAPERS

Results From A National Survey

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1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by Carolyn A. Eldred in collaboration with Albert E. Gollin. May Florez's assistance is gratefully acknowledged.

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HIGHLIGHTS

1. The daily newspaper earns generally favorable ratings for its coverage of a range of news topics. Among those rating each of nine news topics, all nine received "good" ratings from better than two out of three readers; six topics earned good ratings from four-fifths or more.

2. These ratings, when compared with those earned by newspaper coverage in a 1982 study, show essentially no change, despite changes in the size and composition of the reading public in the intervening years.

3. Readers' assessments of how well their newspapers perform on fifteen quality dimensions also show only a few areas of below average performance. Newspapers get high marks for appearance, organization, ease of reading, value for the money, the quality of their staff, and the watchdog role they play. Only in the area of fairness and keeping facts and opinion separate does a majority give their paper relatively lower ratings. These ratings appear unchanged from those given to many of the same items in a 1982 national study.

4. Perceptions of bias in news coverage arising from the newspaper's editorial slant were rejected by a near-majority of readers. Only about one reader in eight harbors the conviction that editorial opinions consistently affect news coverage. Correlatively, a majority feels that a wide range of opinions is made available on the op-ed pages, rather than just one viewpoint. Frequent readers are more positive in their attitudes about their newspaper's objectivity and balanced presentation.

5. Newspapers are not seen as advancing partisan political views, liberal or conservative, by a majority of readers. More view their paper's position as "middle of the road." And readers generally part company with their paper's editorial positions as often as they agree with them.

6. The paper is user friendly for most readers. Most find the news index or summary helpful (at least occasionally), and most immediately follow stories that "jump", in order to finish reading them.

7. All but two of a variety of potential uses and benefits applied (to some degree) to a majority of readers. The reason for reading applicable to the largest number was that the newspaper lets them follow up on news seen or heard elsewhere. The variety provided by its news and features was a prime reason for almost as many readers. Keeping up with news of various types and help in forming opinions and in shopping were other strong motivations. The use of the newspaper to pass the time, to help plan the day's activities, and to avoid feeling isolated were relatively less important to most readers.

8. Reliance on the newspaper to keep up with the news is further shown in answers to questions about eight specific topics, e.g., politics and elections, the economy, etc. More than seven in ten readers try to keep up with all of these topics; the newspaper is their leading source for local news. TV leads in six of the eight categories; newspapers also win out for their fashion/lifestyle coverage.

9. The benefits of newspapers (vs. TV) to readers when performing three roles in daily life were examined, and the newspaper clearly dominates TV as a source of useful consumer information. It also leads TV in helping readers plan leisure time activities, but is seen as less helpful than TV in their role as citizens or voters.

10. While nearly three readers in five admit to feeling under time pressure (especially those with children, or working women), many groups claiming to be relatively more pressed for time are among the newspaper's most loyal readers. "No time to read" is a reality for some segments, but lack of interest in the news probably plays a correlative role.

11. Preference for news rather than features continues to predominate in readers' judgments, though younger readers are much less news-oriented. Demographic differences on two measures of content preferences are substantial, reflecting a continuing process of segmentation of reader interests.

12. "Local news" is still the newspaper's prime franchise, but readers' definitions of it vary widely. Most adopt a "close-in" (neighborhood or city) geographic perspective when defining the category in their own words. But when forced to choose one that best fits, their definitions widen in scope to include the metro area and region, rather than retaining a narrower focus on neighborhood and city or town.

I. READERS RATE THEIR NEWSPAPER'S PERFORMANCE

Rating the Coverage of News Topics

Readers were asked to rate their newspaper's coverage of nine news topics. Better than four-fifths of readers who rated each topic say that their newspaper is doing a good job of covering five topics of local, national or international significance, as well as sports and crime news. Two-thirds or more say it provides good coverage of the other four specialized news topics. Relatively lower ratings were given to coverage of pollution problems, neighborhood news and minority group news.[1] (See Table 1)

The smallest papers earn only slightly higher marks for their local government coverage, while the largest papers earn higher ratings for coverage of minority group news and world news. Frequent readers[2] rate their papers' coverage slightly more favorably than do infrequent

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[1] Version A: "Please tell me how a good a job the newspaper you read most often does in helping to keep you informed." (Topics: what the President and Congress are doing; things that happen in the neighborhood; what's going on in other countries; what local government is doing; sports events or sports news; crimes and robberies; the AIDS epidemic; what's happening among minority groups; and environmental pollution problems.)

[2] Those reading a daily newspaper four or all five days in the preceding week.

Table 1

Readers' Ratings of Newspaper Coverage of Nine News Topics
(Percent Saying "Good")*

	Sports	President/ Congress	Crime	World News	Local Gov't.
Total readers**	89%	88%	88%	83%	83%
By reading frequency					
Frequent readers	89%	89%	90%	85%	86%
Infrequent readers	90	87	85	81	80
By age					
18 - 24	88%	88%	83%	81%	86%
25 - 29	93	95	88	92	87
30 - 34	97	86	92	77	83
35 - 44	89	87	87	79	84
45 - 54	95	88	85	81	81
55 - 64	81	87	91	88	78
65 +	85	87	90	86	84
By education					
Not High School graduate	89%	82%	88%	90%	82%
High School graduate	91	90	88	85	84
Some college	92	89	84	82	83
College graduate +	83	88	92	76	84
By circulation size					
Less than 25,000	88%	87%	87%	73%	89%
25 - 50,000	96	88	93	85	86
50 - 100,000	99	90	93	83	86
100 - 250,000	89	90	85	89	83
250,000 or more	87	93	90	88	82
By region					
Northeast	90%	89%	89%	81%	83%
North Central	88	89	89	88	85
South	93	88	87	85	85
West	84	86	87	76	79

Table 1 (Continued)

Readers' Ratings of Newspaper Coverage of Nine News Topics
(Percent Saying "Good")*

	AIDS	Pollution	Neighborhood	Minority Groups
Total readers**	80%	72%	68%	69%
By reading frequency				
Frequent readers	85%	76%	68%	73%
Infrequent readers	73	65	68	63
By age				
18 - 24	67%	59%	79%	59%
25 - 29	82	62	68	72
30 - 34	73	63	68	55
35 - 44	83	67	62	63
45 - 54	86	79	67	75
55 - 64	74	80	62	72
65 +	87	83	73	81
By education				
Not High School graduate	83%	74%	71%	74%
High School graduate	80	72	73	66
Some college	79	65	67	65
College graduate +	79	78	57	72
By circulation size				
25,000 or less	83%	71%	78%	58%
25 - 50,000	75	77	80	72
50 - 100,000	84	69	73	66
100 - 250,000	85	77	66	74
250,000 or more	80	69	53	73
By region				
Northeast	76%	75%	68%	70%
North Central	83	72	67	63
South	80	70	75	75
West	81	69	58	63

*The proportions reported here combine ratings of "very good" and "fairly good." (Other ratings were "not too good" and "not good at all.")

**Based only on readers able to rate their newspaper on each of these news topics.

readers. Older readers rate their newspapers higher for their coverage of minority groups and pollution. The better educated are, however, somewhat less positive about their newspaper's coverage of world news. But in general, ratings do not vary systematically among demographic groups.

The inability of some readers to rate their paper's coverage of these topics reflects both a low involvement with their paper and more variable interest in certain news topics. For five topics (news of president/ congress, neighborhood news, world-news, local government, and crime news), the proportion of readers who couldn't rate their newspapers is in the range of 9% to 11%. For the remaining, more specialized topics, the figures are higher: AIDS (15%), pollution (17%), minority groups (22%), and sports (27%). Interest in the subject matter is also important, as illustrated by the differing proportions of women and men (35% vs. 18%) who are unable to rate their papers' sports coverage. Similarly, whites have more difficulty than blacks in rating the paper's coverage of minority groups (23% vs. 13%) and AIDS (16% vs. 9%), while more blacks than whites are unable to rate their paper on its coverage of pollution problems (24% vs. 16%).

Seven of the items used to appraise the quality of newspapers' topical news coverage in this study were repeated from a national readership study done in 1982.[1] A comparison of the average scores given by readers across the five year period shows practically no change, item by item, and only minor shifts in the relative positions of the topics rated. And while in both surveys some reader groups appear to be more enthusiastic than others about the way their newspapers are covering these news topics, on the whole the ratings are not consistently related to demographic differences. Neighborhood news and news about pollution problems continue to be areas in which daily newspapers get relatively lower marks. (See Table 2)

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[1] See Readers Rate Their Daily Newspaper (Newspaper Advertising Bureau, 1986), pp. 45-47.

Table 2

Readers' Ratings of Newspaper Coverage of
Selected News Topics, 1987 vs. 1982
(Mean Scores: Scale 1 - 4)*

	1987	1982
Sports events, news	1.6	1.6
What President/Congress are doing	1.8	1.9**
Crimes and robberies	1.8	1.7
What local government is doing	1.9	1.9
What's going on in other countries	1.9	1.9
Pollution problems	2.1	2.3
Things that happen in the neighborhood	2.2	2.3

*Scores: 1=Very Good 2=Fairly Good 3=Not Too Good 4=Not Good At All

**1982 wording: "What President Reagan is doing."

Rating Newspaper Performance and Presentation Quality

When asked about fifteen aspects of newspaper performance[1] that cut across topical areas, readers give their paper high scores[2] on such format-related aspects as readability, organization, and appearance (around 75% rating them highly), and lowest on fairness or impartiality (less than 50% giving high ratings). But very few gave ratings on any of these nine indicators that fell below a midpoint score of "5". Frequent readers have a consistently more positive view of their paper's performance and presentation quality than do infrequent readers. (See Table 3.)

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[1] One half of the readers in the sample were asked about nine criteria (in Version A): "How would you rate the newspaper [you read most often] in terms of _____? The other half were asked about the rest (in Version B): "What kind of job do you think the newspaper you read most often is doing on _____?" The same rating scale was used, where "1" was extremely poor and "9" was excellent.

[2] A "high" score is defined as a score of 7, 8, or 9 on a nine-point scale, ranging from 1 (extremely poor) to 9 (excellent).

The nine measures of newspaper performance used in Version A of the questionnaire were drawn from a study done in 1982 for the Newspaper Readership Project. When the ratings in these two studies (separated by five years) are compared, almost no changes can be seen either in the average ratings or in their rank order. (See Table 4) Those who read the newspaper, no matter how often, show quite consistent judgments about what their papers are doing well or less well. The stability in these aggregate ratings holds across most demographic groups. Variations in ratings given to newspapers in different circulation size groups or regions of the country exist, but these are minor in most cases. The overriding impression that these results convey is of a high degree of reader consensus when rating the performance and presentation quality of their newspaper.

To examine the variables important to readers' overall assessments of their newspapers, readers were categorized into three groups based on whether they gave their paper high scores on most, some, or only a few of the performance criteria they were asked to rate.

Table 3

Readers' Ratings of Their Newspaper on Fifteen Performance Indicators (Percent Giving "High" Scores of 7-9: Scale 1-9))

	All Readers	Frequent Readers	Infrequent Readers
Using a size of print that is easy to read#	78%	81%	77%
Organizing the paper so you can find what you want#	78	83	69
How readable & understandable it is*	75	80	69
How good it looks*	67	72	62
The kind of value it gives its readers for the money*	68	70	66
The quality of the people who work for it*	67	68	66
How good a job it does in bringing to light things the public ought to know about*	66	68	61
Covering local news stories you don't see on TV#	63	64	61
How accurately it presents the news*	61	64	59
How interestingly it is written*	61	65	57
Making sure that the paper isn't boring to read#	58	61	55
Using photos, maps, & charts that make the news easier to understand#	58	61	54
How genuinely interested the paper is in this community*	57	61	53
Separating facts from opinions#	45	47	43
How fair or impartial it is to all sides*	44	46	38

* From Version A (those able to rate each item)
# from Version B (those able to rate each item)

Table 4

Readers' Ratings of Newspaper Performance, 1987 vs. 1982
(Mean Scores: Scale 1-9)

	1987	1982*
How readable and understandable	7.4	7.4
The value it gives for the money	7.1	7.0
How good it looks	7.0	7.1
Quality of people who work for it	7.0	7.0
Bringing to light what public ought to know	6.9	7.0
How accurately it presents the news	6.7	6.8
How interestingly written	6.8	6.9
How genuinely interested in this community	6.5	6.5
How fair or impartial to all sides	6.0	6.1

*See Readers Rate Their Daily Newspaper (Newspaper Advertising Bureau, 1986), page 50.

Although half of the readers were queried about two different sets (Versions A and B) of performance criteria, the distribution of readers by the answers they gave to items covered in both versions is highly similar. Just over 40% give their newspaper high ratings on more than two-thirds of the items, and only one-fourth give it high ratings on one-third or fewer of the indicators or performance criteria. Frequent readers rate their paper more favorably than infrequent readers, even though some of the demographic groups disproportionately represented in the former, e.g. men and those with better education, tend to be somewhat *more* critical of their newspaper. (See Table 5)

Table 5

Proportion of Readers Rating Their Newspapers Highly on Most, Some or a Few Performance Indicators*
(High Scores = 7-9: Scale 1-9)

	Most	Some	Few
VERSION A (Nine Indicators)			
Total readers	42%	32%	27%
By reading frequency			
Frequent readers	45	33	23
Infrequent readers	37	31	32
By sex			
Men	37	35	29
Women	46	29	25
By education			
Not High School graduate	44	35	22
High School graduate	42	33	26
Some college	41	31	28
College graduate	42	28	29
VERSION B (Six Indicators)			
Total readers	43%	30%	27%
By reading frequency			
Frequent readers	45	31	24
Infrequent readers	40	29	31
By sex			
Men	38	31	31
Women	47	30	23
By education			
Not High School graduate	50	26	24
High School graduate	45	27	28
Some college	38	35	28
College graduate	36	37	27

*Note: Version A contained nine performance indicators. Readers who gave high scores (ratings of 7 - 9) on 7, 8, or all 9 indicators are categorized as "Most" in this table. "Some" = high scores on 4, 5, or 6; "Few" = high scores on 0, 1, 2, or 3 indicators. Version B contained six performance indicators. Readers giving high scores on 5 or all 6 are categorized as "Most"; "Some" = high scores on 3 or 4; "Few" = high scores on 0, 1, or 2 indicators.

Editorial Performance: Biased or Balanced Presentation?

Readers were asked about a number of sensitive issues of editorial image and performance. These include the spillover influence of editorial views on news coverage, variety or imbalance in op-ed articles and columns, the newspaper's political slant, and readers' agreement with their paper's editorial positions.

Do editorial views affect the way the news is covered and presented? Among readers, 48% felt that the newspaper they read most often kept news and opinion separate, 20% felt that the paper's viewpoint does affect the way the news is covered, and 10% held a mixed viewpoint, (i.e., it happens on some issues). Roughly one-fifth (21%) weren't able to give a judgment on this matter. Little change is seen when these responses are compared to those registered in a 1982 study.

The proportions holding the two most sharply contrasting views on news bias do not vary appreciably among different reader groups. (See Table 6) Readers of the smallest and largest newspapers tend to be relatively more critical of their papers in this regard. Frequent readers, those best able to have formed an opinion by virtue of their greater exposure, were somewhat more likely than occasional readers (or the average reader) to see news and opinion kept separate in their paper. But as nearly one-third (30%) of infrequent readers had no opinion on this matter, some of the difference clearly reflects the higher degree of conviction that goes with greater familiarity.

Table 6

Readers' Judgment About Editorial Bias* and Balanced Presentation**

	Opinions Separate From News	Opinions Affect News Coverage	Op-ed Columns/Articles: Wide Range	Op-ed Columns/Articles: One View
Total Readers (Version A)	48%	20%	53%	22%
Age				
Under 35	46%	21%	47%	21%
35+	49	19	56	22
Sex				
Men	47%	20%	53%	21%
Women	49	20	52	22
Race				
White	49%	21%	55%	21%
Black	48	14	44	27
Circulation Size				
Under 25K	52%	22%	55%	26%
25-50K	55	19	61	20
50-100K	45	18	47	24
100-250K	51	19	52	23
250,000K	40	24	53	21
Reading Frequency				
Frequent Readers	53%	20%	62%	20%
Infrequent Readers	41	19	41	24

Questions: (Version A)

*"In your judgment, does the newspaper you read most often keep its editorial opinion separate from the news stories it covers, or do its editorial opinions affect the way it reports the news?"

**"How about regular columns or other signed articles close to or on the editorial page of the paper? Do you think they represent a wide range of opinions, or do they mostly reflect just one basic viewpoint?"

Even among the minority (30% of all readers) who see a breach in the wall that is meant to separate news from editorial views, fewer than half believe that the spillover occurs either "all" (10%) or "a lot of the time (35%)." Thus, at most, about one reader in eight expresses strong suspicions about a consistent display of objectivity in the way their paper handles the news. And this core of readers isn't concentrated in any demographic group or region or exposed to newspapers of any specific type.

In a related vein, a majority (53%) of readers acknowledged that their newspaper printed a "wide range of opinions" on their op-ed pages, and only 22% saw them as representing "only one basic viewpoint." (Fully one-quarter couldn't judge or had no opinion.) And as with the question on editorial bias, differences in the balance of views among various reader groups were neither large nor consistent. (See Table 6) Most of the difference had mainly to do with an ability or willingness to express opinions on this issue. This is most obvious in the differences shown between frequent and infrequent readers: the former group is both more affirmative about expressing an opinion and more likely to say their newspaper gives them access to a wide range of views.

Editorial Partisanship and Readers' Agreement

By and large, few readers judge their paper as having either a consistently liberal or conservative orientation. A plurality (43%) perceives their newspaper's political orientation as middle-of-the-road, and the remainder are fairly evenly divided among those who see a liberal orientation (14%), those who see a conservative orientation (22%), and those who can't define its political orientation (18%). Readers' perceptions can be affected not only by the paper's editorial policy but also by their own political stance and familiarity with the newspaper. As shown in Table 7, big city newspapers are more likely to be characterized as liberal than are others. Most differences, however, are minor, mainly reflecting a readiness to respond at all categorically.

Overall, most readers do not consistently agree or disagree with their newspaper's editorial positions. A sizable plurality (46%) of readers (52% of frequent readers) is evenly divided with respect to their newspaper's editorial positions, while equal proportions generally agree (16%) or mostly disagree (16%) with them. (The rest couldn't answer.) Again, the role of familiarity with the paper is important: frequent readers are much more likely to be able to answer, and the proportion who "can't say" drops substantially with increasing age -- from 32% in the 18-29 year age group to 11% among those age 55 or older.

Finding Their Way Through the Paper

For most readers the newspaper is "user friendly." The vast majority (87%) agree it's "pretty easy" to find the things that interest them in the daily newspaper. Only 4% say that it takes some work, and 2%

Table 7

Readers' Perceptions of and Agreement with
Their Newspaper's Political Orientation

	Political Orientation:			Agreement with Editorial Views:		
	Mostly Liberal	Mostly Conser-vative	Middle-of the Road	Mostly Agree	Mostly Disagree	Evenly Divided
Total readers (Version B)	14%	22%	43%	16%	16%	46%
By reading frequency						
Frequent readers	15%	26%	45%	18%	18%	52%
Infrequent readers	13	18	40	13	13	37
By age						
18 - 24	14%	23%	37%	12%	19%	38%
25 - 29	9	28	42	13	11	40
30 - 34	16	20	45	14	14	45
35 - 44	14	22	40	16	17	47
45 - 54	10	28	41	9	15	57
55 - 64	16	23	50	27	15	45
65+	20	15	45	20	18	48
By sex						
Men	16%	25%	43%	14%	19%	47%
Women	12	20	42	17	13	45
By race						
White	14%	22%	43%	15%	16%	47%
Black	13	27	45	23	17	32
By education						
Not High School graduate	19%	14%	43%	19%	15%	43%
High School graduate	11	21	42	15	13	49
Some college	13	23	46	16	21	41
College graduate	17	32	37	16	16	47
By circulation						
Less than 25,000	9%	26%	46%	13%	12%	57%
25 - 50,000	10	21	48	27	14	41
50 - 100,000	14	30	37	15	15	52
100 - 250,000	13	20	43	16	18	41
250,000 or more	22	20	41	10	19	47

Questions: "How would you describe the political views of the newspaper you read most often -- would you say it is mostly liberal, conservative or middle-of-the-road?"

"Would you say you mostly agree with the editorial positions taken by that newspaper, or disagree more often than you agree, or are your views about evenly divided?"

say that it takes a lot of work.[1] Not surprisingly, frequent readers have an easier time than infrequent readers: 91% (vs. 82%) said it's pretty easy. In addition, ease in navigating their way through the newspaper increases with age. The effects of greater familiarity are evident in both of these findings.

In recent years, many newspapers have added news summaries and indexes to help readers save time and ease the task of finding what interests them. Fully four readers in five (80%) said their daily newspaper has this reader feature. Most of them find the paper's index or summary of news and features helpful: 28% use it regularly, and 39% use it occasionally; one-third doesn't use it at all.[2] The oldest (78%) and the youngest (82%) readers are the two groups most likely to find it useful.

A long-standing debate in editorial circles concerns the wisdom of using "jumps" to allow more space to expand stories printed on the front page. Some believe that readers will lose interest in longer stories, especially if it involves extra effort in handling the newspaper. The

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[1] (Version A): "When it comes to finding the things that interest you the most in the daily paper, would you say that it's pretty easy, that it takes some work, or that it takes a lot of work to find them?"

[2] (Version A): "Many newspapers have an index or summary of news and features in each day's paper to help the readers find things that are of interest to them. Does your daily paper contain a news index or summary? "Do you use this index regularly, do you use it occasionally, or don't you make use of the index?"

evidence from this survey is that when stories are jumped from the front page to another page or section of the paper, nearly three-fourths of readers (73%) say that they immediately turn to that page and keep reading it. Another 16% read the continuation segment when they come to it, while only 5% do not usually read the rest of the story[1]. Frequent readers are somewhat more likely than infrequent readers to turn immediately to the continuation page (76% vs. 69%). Thus, greater story length and jumps do not appear to be barriers to sustained reader involvement.

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[1] (Version A): "As you know, sometimes news stories that begin on the front page are continued on an inside page or in another section. When you begin to read a story that jumps to another page or section, do you usually: turn to that page and keep reading the story; read it when you come to it as you go through the paper; or do you usually not read the rest of the story?"

II. BENEFITS OF READING THE NEWSPAPER

Reasons for Reading the Newspaper

Readers derive a variety of benefits from reading the paper, largely but not exclusively related to the news and information it provides. These have been studied under various labels, e.g., the "functions" or "uses and gratifications" of newspaper reading (or other media usage). In this study, we referred to them as "reasons" and asked readers about the personal relevance of eleven of them.[1]

More than three-fourths agree that their newspaper lets them follow up on news gotten elsewhere; provides a variety of entertaining news and features; reports on accidents, crimes, and misfortunes; helps them to form opinions; and to converse with others. Relatively few read the paper simply to pass the time or decide about things to do. And fewer than half say that they "feel isolated or out of touch" when they don't have a paper to read. Before the TV era, this reason was frequently cited as a major element in the attraction that newspapers had for its readers. (See Table 8) In general, the perceived benefits of reading the newspaper increase with age and are significantly greater for its more loyal readers. (See Table 9)

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[1] (Version B) "Here are some reasons people give for reading a newspaper. Please tell me for each of them if you agree or disagree that it applies to you personally." IF AGREE: "Would you say you agree strongly, or only somewhat, that it applies to you?"

Table 8

Eleven Reasons for Reading the Newspaper

Reason	Percent of Readers Who:* Agree Strongly	Agree Somewhat	Disagree
The newspaper lets me follow up & learn more about things I saw or heard elsewhere	50%	39%	8%
It's entertaining to read a newspaper because of the variety of news & features	48	42	6
Accidents, crimes, & personal tragedies are all parts of life that the paper needs to make available to its readers	46	39	12
Reading a paper helps me to form opinions about the important issues of the day	41	38	17
Reading the paper helps me to talk with other people about what's happening	38	43	15
The paper helps me to decide where to shop & buy	35	36	24
Reading about candidates for office in the paper helps me decide how to vote	26	38	31
When I don't have a paper to read, I get to feel isolated or out of touch with the news	25	22	50
The paper tells me about celebrities & interesting people I like to know about	24	48	22
Reading a newspaper gives me something to do to pass the time	21	33	43
Things I read about in the newspaper help me plan my day & decide about things to do	6	22	68

*Those who did not express (dis)agreement are not shown.

Table 9

Eleven Reasons for Reading the Newspaper:
Percent in Each Group Who "Agree Strongly"

	By Reader Type		By Age						
	Frequent	Infrequent	18-24	25-29	30-34	35-44	45-54	55-64	65+
Follow up on news gotten elsewhere	58%	38%	44%	49%	49%	55%	42%	50%	55%
Variety of news & features	59	33	37	50	44	53	47	51	54
Accidents, crimes, & tragedies	51	39	48	47	47	40	42	53	48
Help in forming opinions	49	29	24	36	41	45	41	52	44
Conversational topics	48	23	20	37	41	40	43	36	45
Where to shop	35	36	26	34	35	36	32	39	44
How to vote	31	19	7	21	20	31	28	35	36
Feel out of touch when don't read	37	8	4	16	29	24	27	33	42
Celebrities, interesting people	28	18	26	24	25	19	23	23	30
Something to do to pass the time	24	16	20	18	17	20	18	20	33
Decide what to do, plan day	6	4	4	9	7	4	5	3	7

Interestingly, in contrast to many other attitude patterns shown by readers, the tendency to express strong agreement with six[1] of these specific reasons actually declines for those with higher socioeconomic status (income or education, not shown) and, for eight out of eleven reasons, is higher among blacks than whites. This suggests that the newspaper plays a wider range of roles in the lives of low income and black readers (as well as older readers). Some sex differences exist with respect to certain reasons, e.g., men are more likely than women to acknowledge their newspaper's help in forming opinions (45% vs. 36%), while women are more likely to endorse its help in deciding where to shop (44% vs. 26%) and in learning about celebrities (29% vs. 18%).

Reliance on the Newspaper to Keep Up with News Topics

The benefits conveyed by newspapers can also be measured by whether readers rely on the paper (as opposed to other media or information sources) to keep up with various news topics such as politics and elections or fashion and lifestyle. Readers can vary both in attempting to keep abreast of selected topics in the news and in their reliance on newspapers when doing so.[2]

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[1] "Variety of news and features," "accidents and crimes," "where to shop," "celebrities," "pass the time," and "plan my day."

[2] (Version B): "Now, I'd like to ask you about some topics that show up in the news. First, take _____. Which one of these do you rely on most to keep up with _____ -- radio, newspapers, TV, magazines, talking with people, or some other means? If you don't usually try to keep up with that topic, just say so." (Topics: politics and elections; the economy; the entertainment world; events in this city or town; sports results; international affairs; health and science; and fashion and lifestyle.)

Table 10 shows the proportions of readers who say they try to keep up with each topic, and their reliance on newspapers or TV to help them do so. Hard news topics, the entertainment world, and health and science generally elicit uniformly high levels of interest. By way of contrast, both sports news and fashion and lifestyle coverage, which have more segmented appeals to men and women, show lower proportions of readers overall who try to keep up with them. Frequent newspaper readers are more likely to try to keep up with almost all news topics.

Readers' reliance on newspapers (vs. TV) to keep up with these eight topics varies considerably. But TV predominated as a source of news and information for readers on six out of eight topics. The gap is widest with respect to international news and political and election coverage. (See Table 10)

Among those who try to keep up, reliance is greatest on newspapers for their coverage of local events (61%). Newspapers lead TV for their fashion/lifestyle coverage as well. Typically, reliance on the newspaper increases with age, education, and city size. Not surprisingly, frequent readers are consistently almost twice as likely as infrequent readers to rely on the newspaper to keep up with all eight topics. (See Table 11)

The Newspaper's Importance for Three Roles

In addition to its general functions, the newspaper can help people play certain specific roles in daily life. In doing so it competes as an

Table 10

Keeping Up with the News and Reliance on Newspapers or Television for Eight News Topics

News Topics	Try To Keep Up*	Rely on More:* Newspapers	TV
Local events	95%	61%	17%
The economy	89	41	45
Sports results	75	40	46
International affairs	89	35	53
Entertainment world	83	34	46
Fashion and lifestyle**	70	32	27
Politics and elections	89	31	54
Health and science**	83	31	35

*Base: Total newspaper readers

**Magazines were relied on for fashion/lifestyle news by 29% and for health and science news by 22%.

information source with television. Three specific roles were singled out for study, and newspapers were compared with TV in each case. Readers were asked: "People play various roles in daily life -- as citizens, as consumers, as jobholders, and so on. Which of the two media -- newspapers or TV -- is more important to you: as a citizen or voter; as a consumer or shopper; in planning your leisure time?"

Table 11

Percent of Readers Who Rely on the Newspaper to Keep Up with Eight News Topics

	Local Events	Economy	Sports Results	Int'l Affairs
Total readers*	61%	41%	40%	35%
By reading frequency				
Frequent readers	74	50	50	44
Infrequent readers	43	26	25	21
By age				
18 - 24	41	28	39	35
25 - 29	50	38	23	28
30 - 34	67	36	39	27
35 - 44	65	39	38	34
45 - 54	73	52	49	46
55 - 64	69	43	51	42
65+	63	48	45	34
By sex				
Men	61	47	47	37
Women	61	35	31	33
By race				
White	63	42	40	36
Black	55	31	33	21
By education				
Not High School graduate	56	38	32	31
High School graduate	58	46	40	33
Some college	63	34	38	34
College graduate	70	43	47	42
By income				
Under $10,000	47	33	42	31
$10 - 14,999	59	46	32	22
$15 - 24,999	63	40	23	32
$25 - 39,999	68	45	42	37
$40,000+	61	38	44	41
By city size				
Non-metro area	56	34	31	25
50 - 249,999	66	37	53	24
250 - 999,999	70	44	37	38
1 million+	57	44	40	42

Table 11 (Continued)

Percent of Readers Who Rely on the Newspaper to Keep Up with Eight News Topics

	Enter- tainment	Fashion/ Lifestyle	Politics/ Elections	Health/ Science
Total readers*	34%	32%	31%	31%
By reading frequency				
Frequent readers	41	38	39	40
Infrequent readers	22	25	18	18
By age				
18 - 24	24	22	20	18
25 - 29	30	12	24	25
30 - 34	29	33	31	18
35 - 44	39	31	31	35
45 - 54	33	47	39	42
55 -64	40	49	34	34
65+	37	46	35	43
By sex				
Men	37	34	36	30
Women	31	32	26	33
By race				
White	35	33	32	33
Black	26	28	21	22
By education				
Not High School graduate	22	39	23	27
High School graduate	31	29	28	33
Some college	35	31	28	31
College graduate	45	34	46	31
By income				
Under $10,000	19	28	27	29
$10 - 14,999	24	24	15	28
$15 - 24,999	32	32	25	28
$25 - 39,999	43	43	32	32
$40,000+	37	30	39	28
By city size				
Non-metro area	21	22	18	24
50 - 249,999	29	26	32	30
250 - 999,999	37	39	31	32
1 million+	39	35	37	34

*Who try to keep up with topic.

The newspaper emerges as far more important than TV in helping people in their role as consumers or shoppers (65% vs. 15%). It holds an advantage over TV (42% vs. 23%) in helping people plan their leisure time activities as well. But it is slightly behind TV (33% vs. 36%) in helping people play the role of citizen or voter. In the latter case, one-quarter (26%) acknowledge their reliance on both as sources of political information. (See Table 12)

Table 12

Readers' Assessment of the Relative Importance of Newspapers and TV for Three Social Roles

	Newspapers More Important	TV More Important	Both Equal	Don't Know
As consumer or shopper	65%	15%	12%	5%
In planning leisure time	42	23	16	16
As citizen or voter	33	36	26	3

Reliance on newspapers by consumers is greatest among older readers, the better educated, and especially among women. Leisure time reliance upon newspapers is relatively greater among the better educated and higher income readers, a pattern that holds as well for playing the role of citizens and voters. And, in line with many earlier findings, newspapers are a relatively more important source of information for frequent readers with respect to all three of these roles. (See Table 13)

Table 13

Percent of Readers Saying Newspapers are More Important than TV in Their Performance of Three Social Roles

	As Consumer/ Shopper	In Planning Leisure Time	As Citizen/ Voter
Total readers	65%	42%	33%
By reading frequency			
Frequent readers	74%	51%	43%
Infrequent readers	53	30	19
By age			
18 - 24	46%	46%	28%
25 - 29	56	36	29
30 - 34	67	37	23
35 - 44	67	48	30
45 - 54	69	36	36
55 - 64	73	47	42
65+	73	38	39
By sex			
Men	57%	42%	31%
Women	72	42	35
By race			
White	67%	45%	36%
Black	53	32	19
By education			
Not High School graduate	63%	28%	26%
High School graduate	60	40	27
Some college	67	43	43
College graduate	72	58	41
By income			
Under $10,000	56%	28%	30%
$10 - 14,999	68	38	35
$15 - 24,999	69	37	26
$25 - 39,999	73	51	40
$40,000+	70	53	38

The Problem of Time Pressure

Despite the many potential benefits offered by the newspaper, time pressures can erode people's motivations to buy and read it. This has become increasingly evident in studies that find growing numbers citing "no time to read" as reasons for reducing their reading frequency or stopping subscriptions. We began this study by asking respondents "Some people feel that on most days they never have enough time to do all the things they want to do, some feel they have too much time on their hands, and others find that time is not a problem." When asked which of the three options was closest to their own feelings, 58% admitted to feeling under time pressure, one-third (33%) said time wasn't a problem, and only 4% had too much time on their hands. (See Table 14)

It is easy to identify social factors that contribute to the feeling of being pressured. Working women (76%), the employed (71%), adults in households with young children (69%), and those in the child-rearing and career-mobile ages of 30-44 (74%) were all well above average in admitting to leading pressured lives. As one might expect, the better educated and those earning more were also above average in this respect. But differences between frequent and infrequent readers in feeling time pressures were not sizable (56% vs. 63%), and those who don't read newspapers were actually below average (52%).

Hence, while time pressures clearly affect substantial segments of the adult population in ways that can and do affect newspaper readership,

Table 14

Respondents' Feelings About Daily Time Pressures

	Not Enough Time	Too Much Time	Time Is Not A Problem
Total respondents	58%	4%	33%
By reading frequency			
Frequent readers	56%	5%	35%
Infrequent readers	63	4	28
Newspaper nonreaders	52	5	37
By age			
18 - 24	54%	9%	30%
25 - 29	66	3	29
30 - 34	77	2	18
35 - 44	71	2	22
45 - 54	66	3	24
55 - 64	48	5	42
65+	27	7	61
By sex			
Men	54%	5%	36%
Women	61	4	30
By race			
White	59%	5%	32%
Black	53	4	40
By education			
Not High School graduate	41%	6%	47%
High School graduate	60	5	31
Some college	68	4	24
College graduate	64	3	28
By income			
Under $10,000	42%	8%	43%
$10 - 14,999	54	8	35
$15 - 24,999	61	6	31
$25 - 39,999	68	2	27
$40,000+	67	3	24
Households with a child	69%	3%	23%
Employed persons	71%	2%	22%
Working women	76%	2%	17%

other factors (e.g., the use of competing news media, especially TV, and less interest in news) separately and in conjunction with a perceived time bind clearly play explanatory roles. Many of the groups cited above as claiming to feel more pressed for time -- the better educated, the more affluent -- are among the newspaper's most loyal and intense readers. In general, the busiest people are also among the best newspaper readers.

III. READERS' EDITORIAL CONTENT PREFERENCES

News or Features?

The issue of striking a balance between news and features in the mix of editorial content is a perennial one in readership research. In this study, as in earlier ones, we used two measures to gauge readers' preferences. Half of the readers were asked to choose between a hypothetical newspaper that was "mostly news" and one that was "mostly entertaining features." The other half were asked which element, news or features, they "look forward" to reading more. The results of both questions show a preference for news, but with substantial minorities in all demographic groups choosing features over news. (See Table 15)

More readers opted for a paper that was mostly news (50%) or volunteered their preference for one with a balance between news and features (22%) than chose a hypothetical newspaper with "mostly entertaining features" (21%). These proportions are virtually identical with those found in our 1982 national study, suggesting great stability in the attitudes and preferences that readers bring to the daily paper.[1] Age plays a significant role: the youngest group is the only one that favored features over news, and the preference for news grows steadily stronger with increasing age. Men, the better educated, and frequent readers were all substantially more likely to prefer a news-dominated paper.

---

[1] See Readers Rate Their Daily Newspaper: Measuring Images and Performance (Newspaper Advertising Bureau, 1986), pp. 1-3.

Table 15

Readers' Preferences for News or Features

	Want Newspaper With:			Look Forward More to:**	
	Mostly News	Mostly Features	A Balance*	News	Features
Total readers	50%	21%	22%	46%	40%
By reading frequency					
Frequent readers	58%	14%	23%	47%	43%
Infrequent readers	40	29	20	44	37
By age					
18 - 24	25%	49%	24%	44%	41%
25 - 29	39	26	30	35	51
30 - 34	47	26	17	53	37
35 - 44	59	14	21	52	37
45 - 54	54	14	23	45	40
55 - 64	62	9	22	39	47
65+	63	10	19	51	34
By sex					
Men	61%	14%	19%	54%	34%
Women	41	26	25	39	46
By education					
Not High School graduate	50%	17%	22%	38%	42%
High School graduate	47	22	23	43	41
Some college	46	31	20	45	42
College graduate	63	11	23	58	37
By city size					
Non-metro area	55%	23%	15%	48%	39%
50 - 249,999	55	24	15	53	42
250 - 999,999	52	19	23	44	42
1 million+	45	19	28	44	40

*Volunteered

**Combines answers of "much more" and "somewhat more" for news or features.

(Version A): "Suppose that there were two daily newspapers around here: one that was mostly news with some features, and the other that was mostly entertaining features with a summary of news. Which newspaper would you personally prefer?"

(Version B): "...Which one of these statements comes closest to describing your own feelings?" I look forward: much more to reading the regular features;... somewhat more to reading the regular features;... somewhat more to reading the news items;... much more to reading the news items.

Similar results were obtained in response to the other question, though the anticipations that readers show do not tilt as clearly in the direction of preferring news content over features. News was preferred to features by 46% vs. 40%. Demographic differences were also much less pronounced, although younger readers remain relatively more favorably oriented toward features. As with the results on the other news preference item, these proportions are closely comparable to the ones found in our 1982 study, although the trend inclines toward a choice of features in both instances.

More Short Items or More In-Depth Ones?

Given their general preference for news, how would readers like to see the newshole filled -- with more short news stories or with in-depth coverage of important stories? Neither option commands majority support: in-depth coverage was preferred by 46%, vs. 39% choosing more short items. Women were more even-handed in their choices than men in this regard, and blacks showed a significantly greater preference for in-depth coverage rather than more news briefs. But the choice among alternatives showed neither systematic nor sharp differences across demographic groups. The lack of differentiation in readers' responses to this question suggests that this issue is not one that can be studied simply as a general attitude or preference. Offering readers concrete choices among specific examples, perhaps using prototype or actual news stories, is likely to yield a more realistic profile of preferences.

How is Local News Defined?

The newspaper's reputation is strongly affected by how it performs as a vehicle for local news, the category that usually comes out first or near the top in readers' affections in most readership studies. But how is "local news" defined, especially in sprawling or fast-growing metropolitan areas? Do readers' definitions match those adopted in most newsrooms?

In this study, readers were asked to define the concept of local news in several ways, first in their own words and then in relation to different geographical units. Phrases such as "my neighborhood or community," "my town or city" or references to their city and its surrounding area clearly predominated in their own expressed views. More than two-thirds (70%) used such "close-in" phrases to define what they meant by "local news." And most readers were emphatic in using geographic descriptions as part of their own definitions. Only 13% gave examples of certain types of stories rather than geographic settings as a way of defining local news, and only 7% weren't able to supply a definition. Their volunteered responses suggest that it is the most familiar sense of place, the locales within which they live, work, and shop, that chiefly defines the scope of most people's definitions of local news.

When they were subsequently offered a set of geographical categories as definers of local news and asked to choose among them, therefore, it is not surprising that the resulting alignments of opinion reflected this close-in perspective. "Local news" seems to fit under geographic terms that fall in concentric circles, radiating outward from one's neighborhood. Most (90+%) readers accepted both neighborhood or city-based events as belonging under the heading of local news. A smaller proportion, but still a majority (73%), felt the region or metro area was an appropriate defining term. But only 34% accepted "things that happen in this state" as local news. Readers living in all regions of the country and in cities of all sizes were similar in this regard.

The close-in perspective reflected in these results was relaxed somewhat when the readers were asked which one of these geographical areas best captures the sense of local news. When forced to restrict their choice, a larger number of readers accepted a wider horizon for the concept. While city or town events were the focus of 45%, another 30% chose the region or metro area as the best definer of local news, and 7% chose a statewide frame of reference. (See Table 16) As might be expected, the better educated and higher income readers were more likely to adopt wider orbits as the one best definer of local news, presumably reflecting their more cosmopolitan interests. Readers in the least populated or major metro areas were more restrictive than others in their local news definitions. But on the whole, there is little basis in this set of results for the belief that the notion of local news is defined by most readers either in the same way or narrowly as neighborhood ("chicken dinner") news.

Table 16

Readers' Choice of One Best Definition of "Local" News

	Events or Happenings in this:			
	Neighborhood	City/Town	Region/Metro Area	State
Total readers	19%	45%	30%	7%
By reading frequency				
Frequent readers	17%	43%	33%	6%
Infrequent readers	20	47	25	7
By sex				
Men	21%	39%	33%	7%
Women	16	51	27	6
By race				
White	18%	44%	32%	6%
Black	18	48	19	15
By education				
Not High School graduate	26%	38%	30%	6%
High School graduate	22	49	21	8
Some college	14	50	31	6
College graduate	10	38	46	6
By income				
Under $10,000	28%	38%	25%	8%
$10 - 14,999	14	49	29	8
$15 - 24,999	19	49	27	5
$25 - 39,999	13	44	36	8
$40,000+	15	47	32	6
By metro area				
Non metro area	20%	49%	25%	6%
50 - 249,999	11	39	47	3
250 - 999,999	11	47	33	9
1 million+	26	43	24	7

Question (Version A):

"Please tell me for each of the following whether or not you feel it belongs under the heading of "local news." Events in this neighborhood; things that happen in (CITY/TOWN); events in this region or metro area; things that happen in this state. THEN: "Which one is the best definition of local news?"

APPENDIX

Respondent Bases*

	Newspaper Readers	Total Version A Readers	Total Version B Readers
Total sample (unweighted)	1,717	843	874
By sex			
Total men	703	340	363
Total women	1,014	503	511
By age			
18 - 24 years	150	74	76
25 - 34 years	370	164	206
35 - 44 years	359	174	185
45 - 54 years	236	112	124
55 - 64 years	232	121	111
65 years or older	370	198	172
By education			
Some high school or less	376	186	188
High school graduate	629	307	321
1 - 3 years college	361	170	188
College graduate	330	161	168
By household income			
Under $15,000	443	214	229
$15,000 - $24,999	340	169	171
$25,000 - $39,999	312	156	156
$40,000 and over	318	140	178
By frequency of daily reading			
Read 4 - 5 days	987	476	511
Read 3 days or fewer	730	367	363
By circulation of newspaper read			
Under 25,000	262	125	137
25,000 - 50,000	316	160	156
50,000 - 100,000	198	100	98
100,000 - 250,000	454	215	239
250,000 and over	407	201	206

*Numbers are for unweighted respondents; all percentages are based on weighted numbers of respondents.

The Sunday Newspaper and Its Readers

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

THE SUNDAY NEWSPAPER AND ITS READERS

Results From A National Survey

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1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of other reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

This project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by Dorothy Shea in collaboration with Albert E. Gollin and Carolyn Eldred. The assistance of May Florez is gratefully acknowledged.

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HIGHLIGHTS

1. Nearly half of all adults get home delivery of a Sunday or weekend edition of a newspaper. Home delivery levels are highest in middle-size cities and communities, lower in rural locations and in the largest metropolitan areas.

2. Single copy purchases of the Sunday or weekend edition, conversely, are strongest in the major metropolitan areas. About one-third of all adults buy a single copy of a Sunday paper at least occasionally. Compared to those who get home delivery, those who buy single copies read the Sunday paper less regularly, and are relatively more likely to be highly educated, single and black.

3. Two-thirds of all newspaper readers read or looked at the Sunday or weekend edition of a newspaper in the past week, and nearly nine in ten did so at least once in the past month. Frequent daily newspaper readers tend to be the most regular readers of the Sunday paper.

4. Over half of those who get both Saturday and Sunday papers prefer Sunday distribution of special sections (split between Saturday and Sunday in some markets); three in ten say they have no preference. Fewer than one in seven prefers that special sections be distributed with the Saturday paper.

5. The average reader spends 62 minutes reading the Sunday edition of a newspaper, which is substantially longer than the average 45 minutes devoted to reading a weekday paper. While readers of both Sunday and weekday papers are more apt to read or scan most pages of the paper than to read only some parts, selective reading is more common for the larger Sunday edition.

6. About one-third reported that they still had at least one section of the previous Sunday's paper in the house. The TV booklet was most frequently named in that regard, but all of the major sections were named by some respondents.

7. If they had to choose between reading the Sunday or the weekday newspaper, almost half would elect to give up reading Sunday papers, compared to one-third who would curtail reading a daily.

8. Main news and local news are the sections with the highest regular readership. Others section read at least occasionally by more than two-thirds include: regional or metropolitan news, Magazine, TV booklet or schedule, special advertising inserts, sports, comics, food, entertainment/arts, and editorials/opinion. The average Sunday section is read regularly by four in ten readers, and at least occasionally by two-thirds of all readers.

9. Men's readership of sections tends to be focused on hard news while women's reading patterns are more diffuse, reflecting an interest in a wider variety of news and features. Substantial differences in reading patterns were also identified based on age, education and race.

10. Frequent Sunday readers reported more regular reading of all Sunday sections than infrequent Sunday readers did. Hence, there is a close connection between how loyal readers are to the Sunday paper and the breadth of their interest in its sections.

THE SUNDAY NEWSPAPER AND ITS READERS

In recent years, the biggest success story in newspaper circulation has been the Sunday newspaper. The number of Sunday editions being published has grown steadily, from 735 in 1980 to almost 830 in 1988. The count has grown appreciably as well, from 54.6 million copies sold on the average Sunday in 1980 to well over 60 million copies in 1988. And compared with the circulation of the weekday newspaper, the Sunday paper has also done a better job of holding its own relative to the increases in the adult population and in households.

The gradual transformation of the Sunday newspaper into a leading element of the newspaper business, a status that is also reflected in its growing bulk and in the proportion of total newspaper advertising revenues that it captures, raises a number of intriguing questions about the reasons for its success, its hold on consumers' affections as reflected in subscription and street sales, readership of specific types of content, etc. Issues such as these, which have commonly been addressed in local and national studies of the daily newspaper have not received comparable levels of attention with respect to the Sunday paper.[1] This report seeks to address some of these important questions, drawing upon data developed as part of a wide-ranging assessment of the status of the newspaper in the lives of Americans.

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[1] For an earlier effort, see The Sunday Newspaper: A Five-Market Study (Newspaper Advertising Bureau, 1980).

How the Sunday Newspaper Is Obtained

Nearly one half of all adults (46%) get home delivery of a Sunday or weekend edition of a newspaper. The demographic characteristics of Sunday subscribers parallel those of weekday newspaper subscribers: that is, subscriptions increase substantially with increasing age, education, and income, as well as with more regular reading. Two-thirds (67%) of frequent daily readers and 74% of those who read Sunday papers on all four weekends in the preceding month have home delivery. Married persons (51%), whites (50%), and retirees (55%) are all somewhat more likely than others to have a Sunday subscription. (See Table 1)

Sunday home delivery is lowest in the least populated areas (28%) and is lower in big cities (where single copy sales are highest) than in middle- size cities. Almost three adults in five (58%) living in communities of 50,000 to 250,000 persons get home delivery, compared with 46% of those in million-plus cities. Hence, subscription levels decrease as the circulation size of Sunday papers increases: from 68% among readers of papers with less than 50,000 circulation to 44% among readers of papers with circulations of 250,000 or more. Conversely, Sunday single copy buying increases steadily with circulation size: from 39% of readers of the smallest circulation papers to 67% among readers of the biggest.

Table 1

The Sunday Paper: Home Delivery and Single Copy Buying

	Has Home Delivery	Ever Buys Single Copy
All Adults	46%	35%
By Age		
18-24	34%	43%
25-29	33	47
30-34	42	39
35-44	46	42
45-54	53	28
55-64	56	26
65+	56	21
By Education		
Not High School Graduate	35%	30%
High School Graduate	44	34
Some College	50	41
College Graduate	58	38
By Income		
Less than $10,000	22%	35%
$10,000 to 14,999	32	45
$15,000 to 24,999	41	41
$25,000 to 39,999	51	36
$40,000+	65	32
By Race		
White	50%	33%
Black	29	48
By Marital Status		
Married	51%	33%
Divorced/Separated/Widowed	37	33
Single	37	45
By Employment		
Homemaker	41%	31%
Retired	55	23
By Metro Area		
Non-Metro	28%	35%
50,000 to 249,999	58	32
250,000 to 999,999	56	35
1,000,000 and over	46	37

Table 1 (Continued)

The Sunday Paper: Home Delivery and Single Copy Buying

	Has Home Delivery	Ever Buys Single Copy
All Adults	46%	35%
By Region		
Northeast	49%	38%
North Central	42	40
South	43	34
West	53	29
By Newspaper Readership		
Frequent Daily Reader	67%	29%
Infrequent Daily Reader	31	49
Newspaper Non-reader	13	21
Read 4 Sundays/past month	74%	33%
Read 3 Sundays/past month	49	47
Read 1-2 Sundays/past month	25	65
Read no Sundays/past month	9	19
By Circulation of Sunday Paper Read		
Under 50,000	68%	39
50,000 to 99,999	62	48
100,000 to 249,999	54	55
250,000 or more	44	67

Questions: "What about Sunday or weekend editions? Do you or your family get home delivery of a Sunday or weekend edition of a newspaper?"

"Do you or some other household member go out and buy the Sunday paper from a store or vending rack or other outlet?"

Those (35%) who ever buy single copies of a Sunday/weekend edition of a newspaper are somewhat more varied in their demographic characteristics than are those with home delivery. Single copy buying is higher among younger readers and the better educated (who also subscribe more); more blacks than whites (48% vs. 33%) and more singles than married people (45% vs. 33%) buy single copies of a Sunday/weekend edition. Not surprisingly, fewer single copy buyers tend to be frequent readers of the Sunday paper. (The proportions buying a single copy among those reading a Sunday/weekend edition four, three, or only one or two times in the past month were 33%, 47% and 65%, respec- tively.) Sunday single copy buying is also more common among infrequent than frequent daily newspaper readers (49% vs. 29%). (See Table 1) Thus, the strongest linkage that exists is between regular Sunday reading and subscriptions. Readership of Sunday editions among nonsubscribers is more erratic, as one would expect.

How frequently do people buy a single copy of a Sunday/weekend edition? Better than six in ten (62%) of all adults who ever buy single copies (22% of all adults) said they purchased a single copy of a Sunday/weekend paper regularly, i.e., three or four times in the preceding month. And 38% of them (13% of all adults) bought only once or twice in that time period. So, more people buy Sunday editions regularly via street sales than habitually buy single copies of the daily newspaper.

In order to estimate exposure to the Sunday paper in American homes over a month, a measure of Sunday paper availability was created using data on home delivery and single copy buying. At least 76% of American adults had access to one or more Sunday editions in the preceding four weeks, a majority (60%) having had access on all four Sundays. This measure underestimates total availability of the Sunday/weekend edition since it does not take account of other methods of obtaining a paper, e.g., by pass along, or of the proportion of respondents who were uncertain about Sunday paper availability in their homes.

Who Reads the Sunday Newspaper?

Two-thirds (65%) of all newspaper readers[1] said they read or looked at the Sunday or weekend edition of a newspaper in the past week. Not surprisingly, frequent readers of the daily newspaper were much more likely than occasional readers to read a Sunday paper (78% vs. 46%). Past Sunday readership increased with age, education, and income. More whites than blacks (67% vs. 54%) read the Sunday paper. Past Sunday readership is also lower (46% vs. 70%) among those living in rural areas, where Sunday editions are less often published, than in middle-size or big cities. (See Table 2)

Over the course of the past month, 85% of all newspaper readers said they read or looked through a Sunday/weekend paper at least once, and almost half (48%) did so on all four Sundays. As would be expected,

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[1] Those (85% of all adults) who read a daily newspaper at least once in the past week, or who read a daily or Sunday paper once in a while.

Table 2

Two Measures of Sunday Readership

	Read Past Sunday	No. Sundays Read in Past Month[1] Three or Four	One or Two	None
Newspaper Readers	65%	55%	17%	15%
By Age				
18-24	62%	44%	30%	17%
25-29	58	42	27	14
30-34	58	50	14	16
35-44	64	58	16	13
45-54	65	60	14	15
55-64	71	63	9	14
65+	72	64	10	14
By Education				
Not High School Graduate	57%	50%	15%	20%
High School Graduate	61	50	19	16
Some College	67	56	18	14
College Graduate	75	67	13	7
By Income				
Under $10,000	52%	43%	21%	23%
$10,000 to 14,999	54	44	25	15
$15,000 to 24,999	59	48	20	16
$25,000 to 39,999	67	57	14	12
$40,000 or more	74	66	15	10
By Race				
White	67%	58%	9%	13%
Black	54	45	21	19
By Daily Newspaper Readership[2]				
Frequent Readers	78%	69%	9%	10%
Infrequent Readers	46	37	27	21

Table 2 (Continued)

Two Measures of Sunday Readership

		No. Sundays Read in Past Month[1]		
	Read Past Sunday	Three or Four	One or Two	None
Newspaper Readers	65%	55%	17%	15%
By Metro Area				
Non-metro	46%	40%	23%	26%
50,000 to 249,999	70	61	16	11
250,000 to 999,999	71	60	14	10
1,000,000 or more	69	58	16	12

[1] Those who said they don't know how many Sundays they read a paper (about 11%) or who refused to answer (2%) are not shown.

[2] Frequent Newspaper Readers read a daily paper on four or five of the last five weekdays. Infrequent Newspaper Readers read a daily paper less often but read a daily or Sunday paper at least once in a while.

Questions: "Did you read or look into a copy of the Sunday or weekend edition of a newspaper last Sunday?"

"Including last Sunday, how many of the past four Sundays did you read or look into a Sunday or weekend edition of a newspaper?"

regular Sunday reading in the past month was strongly related to past Sunday reading. Of all past Sunday's newspaper readers, 78% reported reading one on three or all four Sundays in the preceding month. (By contrast, just 13% of past Sunday's nonreaders reported reading three or all four editions in the past month.) Both of these findings reflect the habitual character of newspaper reading: regularity across the weekdays carries over from Sunday to Sunday.

The demographic characteristics of frequent Sunday readers parallel those for past Sunday's newspaper readership As Table 2 shows, _frequent_ Sunday reading (here defined as having read three or four editions in the preceding month) increases with age, education and income, similar to past Sunday reading. And it's also much more common among frequent than infrequent _daily_ newspaper readers (69% vs. 37%). The demographics of _infrequent_ Sunday readership (only once or twice a month), conversely, is an echo of infrequent daily reading. Younger adults, blacks, rural dwellers and those making less than $25,000 all are disproportionately represented among both categories.

Household Readership

On the average Sunday, more than six in ten (64%) households contain at least one adult reader of the Sunday/weekend edition of the paper. Frequent _daily_ newspaper readers are much more likely than occasional readers to live in a household with Sunday readers (84% vs. 58%).

Household Sunday readership by children is, of course, lower. One-third (33%) of households with children ages 6-17 reportedly contained one or more child readers of the Sunday/weekend edition on the average Sunday. Child readers are more common in households where adults are frequent newspaper readers (43% vs. 28%)), as Table 3 shows. Cumulative exposure to the Sunday/weekend paper is much higher than past Sunday readership figures indicate. Nearly six in ten (58%) respondents with children at home said their children read or look at the Sunday paper at least once in a while. Availability of the daily and Sunday paper and the parents' own reading habits are strong influences on children's exposure to and usage of newspapers.

Table 3

Summary of Past Sunday Readership

	Total	Frequent Daily Readers	Infrequent Daily Readers	Newspaper Non-Readers
	(% Who Read Past Sunday's Newspaper)			
Newspaper Readers	65%	78%	46%	NA*
Readership in Households with:				
1 or more other adult readers	64	84	58	16
1 or more child readers**	33	43	28	9

*By definition, newspaper non-readers did not read the previous Sunday's paper.

**Based on the 41% of all households with any child(ren) age 6-17 living at home.

Preference for Saturday vs. Sunday Distribution of Special Sections

One-third (34%) of newspaper readers who get both a Saturday and Sunday paper say they now receive some special Sunday newspaper sections and features with their Saturday paper. (One-half say that such sections are not included on Saturday, and 14% aren't sure.) Whether special sections are or aren't currently distributed on Saturday, just 15% of weekend newspaper readers would prefer Saturday distribution; half (54%) would prefer to see the Sunday paper remain in one bundle, and 28% said they don't have a preference. (See Table 4)

Infrequent newspaper readers were more likely than regular newspaper readers to want to retain Sunday distribution of special sections. For this reason, groups who favor Sunday distribution more often share the general characteristics of infrequent readers: adults under 35 years of age (61%), those with annual incomes of under $15,000 (64%), working women (61%) and those who sometimes buy single copies (62%) preferred the traditional Sunday paper. But differences among groups in all circulation size categories are not large, suggesting that such answers may be a result of habit and experience rather than of a strong preference to leave things as they are.

Involvement with the Sunday Paper: Time Spent Reading

The amount of time people spend with the Sunday/weekend edition of the newspaper is another measure of their involvement with newspapers. On the

Table 4

Readers' Preference for Saturday vs. Sunday Distribution of Special Sections

	Prefer Saturday	Prefer Sunday	No Preference
Newspaper Readers*	15%	54%	28%
By Age			
Under 35	14%	61%	23%
35+	16	50	31
By Income			
Under $10,000	16%	68%	15%
$10,000 to 14,999	15	60	23
$15,000 to 24,999	14	57	24
$25,000 to 39,999	20	50	30
$40,000 or more	14	52	29
By Sex			
Men	12%	52%	32%
Women	18	56	24
Working Women	13%	61%	23%
By Newspaper Readership			
Frequent Daily Readers	18%	51%	27%
Infrequent Daily Readers	9	59	29
Buys Sunday Single Copy	11	62	25
Read 3-4 Sundays/Past Month	14	56	27
Read 1-2 Sundays/Past Month	6	65	29
By Sunday Circulation			
Under 50,000	21%	60%	17%
50,000 to 99,999	10	46	37
100,000 to 249,999	12	65	21
250,000 or more	10	60	27

Question: "Sunday newspaper carry a lot of special sections and features that don't appear on weekdays. Some newspapers include a lot of them in with the Saturday paper. Does your Saturday paper often contain such special sections?"

(IF GET A SATURDAY PAPER AND READ SUNDAY PAPER) "Which would you prefer, that a lot of those sections get distributed in the Saturday paper, or do you prefer to have them all come with Sunday's paper?"

average Sunday, readers estimated spending just over an hour (62 minutes) reading or looking at the paper, substantially more than is spent reading newspapers on the average weekday (45 minutes). Among most demographic groups, the pattern of time spent reading on Sunday parallels that for weekday reading. (See Table 5) The average time spent increases with age, decreases among the employed, and is greater among married persons than singles (65 vs. 50 minutes), as well as those in the $10,000 to $24,999 income bracket (70 minutes). The Northeast leads all other regions in the time spent by its readers of Sunday and weekday newspapers. Frequent readers typically spend substantially more time than occasional readers do with both the Sunday and weekday editions of the paper.

There are also some interesting differences between Sunday and weekday reading time patterns. While time spent reading a daily decreases somewhat with education, as Table 5 shows, education makes no difference in Sunday reading. Similarly, men spend more time than women reading during the week (50 vs. 40 minutes), but that difference is reduced for Sunday reading (64 vs. 60 min.). Finally, while the estimated reading time for both Sunday and weekday papers generally increases with the circulation size of the paper, the time spent with Sunday editions of moderate size is roughly equivalent to that for the largest Sunday newspapers.

Measuring Involvement: How Much Do They Read?

Readers vary in their approach to newspaper reading: where they begin to read, the completeness with which they read or scan, and the number of

Table 5

Average Time Spent Reading the Sunday and Weekday Newspaper

	Sunday	Weekday*
Total Readers	62 min.	45 min.
By Age		
18-24	42	32
25-29	48	34
30-34	53	41
35-44	57	37
45-54	65	47
55-64	72	49
65+	88	60
By Education		
Not High School Graduate	61	50
High School Graduate	63	48
Some College	61	38
College Graduate	62	44
By Income		
Under $10,000	56	46
$10,000 to 14,999	72	65
$15,000 to 24,999	68	47
$25,000 to 39,999	58	40
$40,000 or more	58	40
By Sex		
Men	64	50
Women	60	40
By Race		
White	63	44
Black	60	42
By Marital Status		
Married	65	47
Single	50	38
By Employment		
Employed	56	39
Working Women	52	34
Not Employed	73	53
Retired	91	63

Table 5 (Continued)

Average Time Spent Reading the Sunday and Weekday Newspaper

	Sunday	Weekday*
Total Readers	62 min.	45 min.
By Newspaper Readership		
Frequent Daily Readers	67	47
Infrequent Daily Readers	51	29
By Region		
Northeast	71	49
North Central	57	41
South	62	45
West	59	45
By Circulation**		
Under 25,000	53	35
25,000 to 49,999	58	41
50,000 to 99,999	65	42
100,000 to 249,999	66	51
250,000 or more	63	52

*Figures shown for all persons reading one or more newspapers on the average day.

**Circulation of the daily edition read is used here.

Questions: "Now I'd like to ask you about last Sunday specifically: Did you read or look into a copy of the Sunday or weekend edition of a newspaper last Sunday?" (IF YES) "Counting all the times you picked up and read a paper last Sunday, how much time did you spend reading or looking into it?"

"All in all, adding up the times you spent reading the daily newspaper yesterday, it comes to (SUM OF TIME ACROSS DAYPARTS). Is that what you usually spend or do you usually spend more/less than that on an average day? (IF MORE/LESS) About how much time do you spend reading the daily newspaper on an average day?"

times they pick up the paper. These patterns tend to differ for Sunday and weekday newspapers. While the most common pattern for both the daily and the Sunday paper is to begin at the front page of the main news section and scan most pages, this pattern is less common for the Sunday than for the daily (See Table 6). At the same time, fewer readers are likely to scan most pages in the Sunday paper (56%) than in the daily (63%). It is also somewhat more common for readers simply to ignore parts of the Sunday paper than is the case for the daily paper's readers.

Frequent newspaper readers tend to be more thorough, front-to-back readers of the Sunday paper (and the weekday paper) than are infrequent newspaper readers. As Table 7 shows, 63% of frequent Sunday readers (and 64% of frequent daily readers) scan most pages, compared to 47% of infrequent Sunday readers (and 42% of infrequent daily readers). In most ways, the demographic characteristics of the more thorough readers mirror those of regular Sunday and weekday readers. That is, front-to-back reading increases with age and employment, and is also more likely among men than women (60% vs. 52%) and whites than blacks (58% vs. 46%). Both measures -- how thoroughly they read and how regularly -- are closely interrelated aspects of readers' involvement with newspaper in general, i.e., the strength of the reading habit.

Table 6

How Readers Usually Read/Look at the Newspaper

	Scan Most Pages, Beginning With:		Read Some Sections/ Features and:	
	Front Page, Main News	Somewhere Else	Skim the Rest	Ignore the Rest
Sunday Newspaper	32%	24%	16%	25%
Weekday Newspaper	45	18	14	20

Base: Newspaper Readers

Questions (Version B):

> "People read their newspaper in different ways. Which of these ways best describes the way you usually look at a daily paper?"
>
> "How about the Sunday paper? Which of these best describes the way you usually look at the Sunday paper?"

- I start with the front page of the main news section and go right through, scanning almost every page.
- I turn first to some other section or feature, then go back through the rest of the paper, scanning most pages.
- I read some sections or features and skim the rest of the pages in the paper.
- I only read the parts of the paper that interest me and pay no attention to the rest.

Table-7

Amount of the Sunday Paper Read or Looked At*

	Scan Most Pages	Read Only Some Parts
Total Readers	56%	41%
By Age		
18-24	44%	55%
25-29	51	44
30-34	50	47
35-44	61	36
45-54	56	39
55-64	64	34
65+	62	34
By Income		
Less than $10,000	51%	44%
$10,000 to 14,999	47	45
$15,000 to 24,999	59	39
$25,000 to 39,999	56	41
$40,000+	63	35
By Sex		
Men	60%	38%
Women	52	43
By Race		
White	58%	40%
Black	46	51
By Metro Area		
Non-Metro area	51%	44%
50,000 to 249,999	66	33
250,000 to 999,999	61	34
1,000,000 and over	51	47
By Employment		
Total Employed	57%	40%
Full-time	60	37
Part-time	42	55
Working Women	52	44
Total Not Employed	52%	42%
Retired	61	36
Homemaker	47	44

Table 7 (Continued)

Amount of the Sunday Paper Read or Looked At*

	Scan Most Pages	Read Only Some Parts
Total Readers	56%	41%
By Newspaper Readership		
Frequent Daily Readers	64%	35%
Infrequent Daily Readers	42	50
Read 4 Sundays/Past Month	63	36
Read 3 Sundays/Past Month	54	46
Read 1-2 Sundays/Past Month	47	53
By Availability of Sunday Paper		
Available 4 Sundays/Past Month	61%	37%
Available 3 or Fewer Sundays	45	54
By Sunday Circulation		
Under 100,000	58%	42%
100,000 to 249,999	71	28
250,000 or more	53	45

*Rows do not total 100% because those saying "don't know/no answer" (about 3% of total responses) are not shown.

Certain characteristics of the paper itself are also related to reading patterns. As Sunday circulation (and bulk) increases, front-to-back reading first climbs to 71% among people reading a "mid-sized" paper (100 - 250 thousand circulation), then falls to 53% of those reading big city (over 250,000 circulation) newspapers. The largest Sunday papers provide so much more to read that fewer people seem willing or able to spend the time that would be needed to enable them to leaf through its pages and sections. This is further reflected in the fact that the proportion of front-to-back readers declines as community size increases. But more than sheer size is an influence, as can be seen in the low (51%) front-to-back reading of the Sunday paper by those living in rural areas.

Sunday Allows Multiple Readings

Readers may look at the paper in one sitting or pick it up several times during the day. Most newspaper readers habitually read their Sunday newspaper in either one (42%) or more than one sitting (47%).[1] The demographic patterns characteristic of these two types of reader tend to parallel other data on readers' involvement with the newspaper. Specifically, those who spend less time reading or who read more selectively (e.g., infrequent readers, those with higher incomes) were more likely to read the paper in one sitting. In contrast, frequent readers and those reading large-circulation papers were more likely to pick it up on more than one occasion. Interestingly, there were only two age-related differences. The youngest readers (18-24) were the most likely to read the Sunday paper in one sitting (59%), while those in the 35-44 "growing-family" age group were the least likely (32%). (See Table 8)

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[1] The daily paper, by contrast, is more likely to be read in a single sitting (55%) than two or more times (37%). See News and Newspaper Reading Habits, Newspaper Advertising Bureau, 1988.

Shelf Life of a Sunday Section

How often are any sections from the Sunday newspaper kept around the house for later reference? One-third (34%) of all respondents to the survey said they still had one or more sections from the previous Sunday's paper on hand at the time of the interview (up to five or six days later). The TV schedule or booklet was the most frequently cited section, but other widely available Sunday sections were also kept by some respondents. Frequent newspaper readers are much more likely than others to have sections around, as are readers of the bulkiest Sunday papers with the biggest circulation. (See Table 9)

The Newspaper Reading Experience: Daily vs. Sunday

As we have seen, compared to weekday reading, Sunday reading tends to take more time and be more selective. Obviously Sunday reading is a more relaxed experience, and a wider range of people participate. But what if they had to choose between the Sunday and weekday newspaper? Is one type of reading experience seen as more valuable than the other?

Table 8

The Sunday Paper: Who Reads It All At Once vs. Picking It Up More Than Once?

	Read In One Sitting	Pick up Several Times
Total Readers*	42%	47%
By Age		
18-24	59%	36%
25-29	43	42
30-34	41	49
35-44	32	56
45-54	40	53
55-64	45	42
65+	41	47
By Income		
Under $10,000	39%	55%
$10,000 to 14,999	39	49
$15,000 to 24,999	36	53
$25,000 to 39,999	45	47
$40,000 or more	48	44
By Race		
White	44%	46%
Black	36	52
By Newspaper Readership		
Frequent Daily Readers	37%	53%
Infrequent Daily Readers	49	39
Read 3-4 Sundays/Past Month	38	53
Read 1-2 Sundays/Past Month	47	48
By Sunday Circulation		
Under 100,000	52%	41%
100,000 to 249,999	45	52
250,000 or more	37	49

*Rows do not total 100%: those who said they have "no fixed pattern" (about 8%) or who "don't know/no answer" (about 3%) are not shown.

Question: "How about the Sunday paper? Do you usually read it at one sitting, or do you pick it up more than once during the course of the day?"

Table 9

Shelf Life of Sunday Sections

	Kept Any Section(s)
Total Newspaper Readers	34%
By Newspaper Readership	
Frequent-Daily Readers	39%
Infrequent Daily Readers	28
Read 4 Sundays/Past Month	44
Read 3 Sundays/Past Month	27
Read 1-2 Sundays/Past Month	20
By Sunday Circulation	
Under 100,000	33%
100,000 to 249,999	41
250,000 or more	44

Question: "Are there any sections or parts of last Sunday's or weekend's paper still around the house for someone to read or use?"

In answering a hypothetical question, almost half (48%) said they'd give up the Sunday paper, compared to one-third (35%) who'd give up the daily. (See Table 10) Frequent daily readers were much more likely than infrequent daily readers to say they'd give up the Sunday rather than the daily (63% vs. 26%). Frequent Sunday readers, however, were about as willing as the average person to give up Sunday (51%) while infrequent readers were less willing (42%). Decisions to give up the Sunday as opposed to the daily paper increased with age and income. More men than women (57% vs. 40%), whites than blacks (50% vs. 36%) and more married than single persons (51% vs. 41%) said they'd give up the Sunday paper.

Table 10

Choosing Between the Daily and Sunday Newspaper[1]

	Give Up Daily Paper	Give Up Sunday Paper
Total Readers of Both	35%	48%
By Age		
18-24	51%	33%
25-29	42	46
30-34	45	40
35-44	37	44
45-54	35	54
55-64	23	60
65+	12	64
By Income		
Under $10,000	58%	32%
$10,000 to 14,999	35	46
$15,000 to 24,999	44	48
$25,000 to 39,999	31	54
$40,000 or more	32	54
By Sex		
Men	28%	57%
Women	42	40
By Race		
White	34%	50%
Black	45	36
By Marital Status		
Married	31%	51%
Single	46	41
Employed Persons	37%	48%
Working Women	48	37
Retired Persons	11%	65%
By Newspaper Readership		
Frequent Daily Readers	21%	63%
Infrequent Daily Readers	55	26
Read 4 Sundays/Past Month	32%	51%
Read 1-3 Sundays/Past Month	45	42

[1] Rows do not total 100%: "don't know" (13%); "no answer" (4%) not shown.

Question: "If you had to give up reading one or the other, which would you give up -- the daily or the Sunday paper?"

Not surprisingly, working women (who have notoriously little free time) were more likely than employed persons as a group to opt for the Sunday paper (48% vs. 37%), while retired persons (who generally have more "free" time on their hands than other adults) were much more willing than the average reader to give up the Sunday paper (65% vs. 11%).

Why would someone opt to give up the Sunday rather than the daily paper? While the current study did not directly address the issue, findings from a 1980 study of Sunday newspaper reading[1] provide some clues. The earlier study found that having additional time to read was most frequently cited as a reason for preferring the Sunday paper, while the main reason for preferring the daily was getting up-to-date news. So it is the intensity of people's news interests that is likely to predominate in their assessments of the irreplaceability of either edition in their lives.

The Readership of Sunday Newspaper Sections

Newspaper readers categorized sixteen Sunday newspaper sections or pages as something they read "regularly", "now and then", or put aside without reading. (Items not available were excluded from consideration.) As Table 11 shows, almost all Sunday sections are read at least occasionally by a majority of readers. But, as with the weekday papers, it is news that clearly leads other content categories in reader appeal.

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[1] See The Sunday Newspaper: A Five Market Study, Newspaper Advertising Bureau, 1980.

Table 11

Readership of Specific Sections and Pages in the Sunday Newspaper

	Read Regularly	Read Now & Then	Total Reading*
Main news	75%	17%	92%
Local news	71	20	91
Regional, metropolitan news	49	28	77
Magazine	49	24	73
TV booklet, schedule	49	20	69
Special advertising inserts	46	26	72
Sports	42	18	60
Comics	40	21	61
Food	36	25	61
Entertainment, the arts	34	34	68
Editorials, opinion	33	32	65
Business, financial news	29	27	56
Fashion, lifestyles	29	25	54
Home, garden	27	30	57
Travel	23	32	55
Real estate	15	24	39
AVERAGE SECTION/PAGE	41%	25%	66%

*Based on readers having each section available. The proportion saying they "put [that section] aside without looking at it" is not shown.

Question: "Here is a list of sections or pages appearing in many Sunday editions. For each section, please tell me whether you read it regularly, look at it only now and then, or whether you put it aside without looking at it? If any of these sections are not available in your paper, please tell me so."

Those with the highest overall and "regular" readership are the main news and local news. At least two-thirds of all readers occasionally read or look at the following editions: regional or metropolitan news, the Magazine, TV booklet or schedule, special advertising inserts,[1] sports, comics, food, entertainment/arts, and editorials/opinion. The average section in the Sunday paper is scanned by two-thirds (66%) of all Sunday readers, and is read regularly by four in ten (41%).

How do men and women differ in their regular Sunday reading habits? Men tend to be more focused in their reading and to favor "hard news" categories, while women's interests in the Sunday paper are more diffuse. As Table 12 shows, men are more likely than women to report reading the main news (80% vs. 70%), and regional/metropolitan news (53% vs. 45%). But the largest differences between men and women are in their reading of business/financial news (41% vs. 18%) and sports (64% vs. 22%).

Conversely, women are more likely than men to be loyal to such diverse "soft" news and features sections as fashion/lifestyles (46% vs. 11%), food (51% vs. 19%), advertising inserts (57% vs. 34%), home/garden (35% vs. 19%), entertainment/arts (40% vs. 28%) and the Magazine (54% vs. 43%). These sex-linked differences in content appeals, based on regular or occasional readership measures, are similar to those found in studies of weekday newspaper editorial and advertising content readership.

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[1] For other findings from this study on the appeals of the advertising content in the Sunday paper, see How Consumers Read and Use Newspaper Advertising (Newspaper Advertising Bureau, 1988).

Table 12

Sections/Pages Read Regularly by Sex

	Men	Women	% Difference
Main news	80%	70%	10
Local News	71	70	1
Regional, metropolitan news	53	45	8
Magazine	43	54	-11
TV booklet, schedule	48	50	- 2
Special advertising inserts	34	57	-22
Sports	64	22	42
Comics	45	37	8
Food	19	51	-32
Entertainment, the arts	28	40	-12
Editorials, opinion	34	33	1
Business, financial news	41	18	23
Fashion, lifestyles	11	46	-35
Home, garden	19	35	-16
Travel	23	22	1
Real estate	18	12	6

Base: Sunday newspaper readers

Sunday reading patterns are also affected by age. (See Table 13) Regular reading of most Sunday newspaper sections increases significantly with age. "Older" (age 35+) readers are much more likely than younger readers to be readers of news sections: main news (81% vs. 64%); local news (78% vs. 57%); regional/metropolitan news (56% vs. 35%); and business/financial news (35% vs. 18%). They're also more likely to read regularly other news and features categories. In fact, the only sections read regularly by more (or by equal proportions) of those under 35 years of age are the comics, entertainment, fashion, the TV booklet, and special advertising inserts.

Table 13

Sections/Pages Read Regularly by Age

	Under 35	35 and Older	% Difference
Main news	64%	81%	-17
Local news	57	78	-21
Regional, metropolitan news	35	56	-21
Magazine	37	55	-18
TV booklet, schedule	49	49	--
Special advertising inserts	46	46	--
Sports	40	43	- 3
Comics	45	38	7
Food	24	42	-18
Entertainment, the arts	38	32	6
Editorials, opinion	18	42	-24
Business, financial news	18	35	-17
Fashion, lifestyles	30	29	1
Home, garden	16	34	-18
Travel	16	27	-11
Real estate	14	16	- 2

Base: Sunday newspaper readers

Other differences are observed when the regularity of reading of these Sunday sections is examined by the readers' educational levels. Higher levels of education are associated with more regular reading of many Sunday sections, including: main news, regional/metropolitan news, business/financial news, editorial/opinion, entertainment/arts, sports, travel and the Magazine. Those with less education were more likely to be regular readers of the food section, special advertising inserts, and home/garden sections. Other differences between the two groups are negligible. (See Table 14)

Table 14

Sections/Pages Read Regularly by Education

	Some College or More	High School Graduate or Less	% Difference
Main news	80%	70%	10
Local news	70	71	- 1
Regional, metropolitan news	54	44	10
Magazine	52	46	6
TV booklet, schedule	48	50	- 2
Special advertising inserts	43	48	- 5
Sports	46	39	7
Comics	41	40	1
Food	29	41	-12
Entertainment, the arts	41	29	12
Editorials, opinion	37	30	7
Business, financial news	36	23	13
Fashion, lifestyles	30	29	1
Home, garden	25	29	- 4
Travel	26	20	6
Real estate	16	13	3

Base: Sunday newspaper readers

Reading patterns of blacks and whites appear to differ somewhat. Whites are more likely than blacks to report regular reading of regional or metropolitan news, the Magazine, business/financial news and editorial/opinion. Blacks, conversely, are more likely to be regular readers of other Sunday sections: local news, entertainment/arts, fashion/lifestyle, food pages, sports, TV schedule or booklet, and advertising inserts. The differences, though small in some instances, may reflect a greater professed interest in hard news among whites, and in softer news categories and features among blacks. But these are relative matters, as can be seen by the high percentages in both groups who read news (or certain features) regularly. (See Table 15)

Table 15

Sections/Pages Read Regularly by Race

	White	Black	% Difference
Main news	75%	71%	4
Local news	70	79	- 9
Regional, metropolitan news	50	39	11
Magazine	51	38	13
TV booklet, schedule	49	58	- 9
Special advertising inserts	46	51	- 5
Sports	40	53	-13
Comics	41	38	3
Food	34	46	-12
Entertainment, the arts	34	42	- 8
Editorials, opinion	35	28	7
Business, financial news	30	23	7
Fashion, lifestyles	28	38	-10
Home, garden	28	23	5
Travel	23	19	4
Real estate	15	16	- 1

Base: Sunday newspaper readers

Differences in Sunday section readership based on sex, age, education and race (Tables 11 - 15) are directly implicated in differences between loyal Sunday readers and others (See Table 16). The most loyal Sunday readers read every type of section regularly more than do other readers. As shown earlier, regular Sunday readers are also more likely to be male, older, white, and better educated than their counterparts. These are the groups whose regular readership of Sunday papers is higher than others, in many cases significantly higher, and who can thus be considered as key elements of the core of faithful Sunday readers.

Table 16

Sections/Pages Read Regularly by Sunday Reading Frequency in the Past Month

	Read Last Four Sundays	Read 1-3 Sundays	% Difference
Main news	80%	63%	17
Local news	77	58	19
Regional, metropolitan news	55	32	23
Magazine	55	35	20
TV booklet, schedule	52	42	10
Special advertising inserts	48	43	5
Sports	44	35	9
Comics	41	39	2
Food	39	28	11
Entertainment, the arts	39	28	11
Editorials, opinion	39	21	18
Business, financial news	32	19	13
Fashion, lifestyles	32	25	7
Home, garden	32	18	14
Travel	26	16	10
Real estate	16	13	3

Base: Sunday newspaper readers

Results such as these can be taken as estimates of differences in the amount of material read in a given newspaper, as well as indicators of a wide-ranging interest in the content of the Sunday paper. Frequent readers were shown earlier to be people who read more, have more diverse news interests, and who generally spend more time with the paper on the average Sunday. Thus, there is a strong bond between the intensity with which the Sunday newspaper is read and the extent to which it plays a regular part in the lives of its readers.

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Home Delivery and Single Copy Buying

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

HOME DELIVERY AND SINGLE COPY BUYING
Results From A National Survey

Newspaper Advertising Bureau, Inc.

1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by Nicolas A. Bloom in collaboration with Albert E. Gollin. The assistance of May Florez is gratefully acknowledged.

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HIGHLIGHTS

1. Home delivery predominates as a mode of distribution of the daily and Sunday newspaper. Nearly half of all American adults lives in a home that gets a daily paper home-delivered; 46% subscribe to the Sunday paper. Combined subscriptions are the prevailing type.

2. Half of those not now subscribing to a daily newspaper did so at some earlier point. People who read less are more likely to have never had a subscription.

3. On the average weekday, more than seven of ten readers are served by a subscription to the daily paper. Single copy sales account for 17%; pass-along copies were read by the rest.

4. Weekday home delivery has been declining, as measured by a survey conducted in 1977 and this 1987 survey: from 64% to 49% of households.

5. More than half (53%) of all current subscriptions have been held for ten or more years. The decision to subscribe or to renew is linked with the strength of the reading habit.

6. Four-fifths of current subscriptions were sold at the regular price. Special offers appear to be more common in mid-size and larger markets, where competition tends to be most intense.

7. Carrier deliveries still predominate, and adult carriers now deliver to more homes than youth carriers (53% vs. 35%).

8. Pay by mail now rivals paying the carrier and is the prevalent mode of payment in the smallest and largest markets. Two-thirds of those who pay by mail pay in advance of the delivery accounting period.

9. Only about one-fifth of newspaper readers could recall any promotional advertising for the newspaper within the past month. Of those who did, TV ads were most often recalled (by 31%), followed by in-paper ads (by 27%). Thus, only around 6% of all readers recalled any exposure to in-paper advertising.

10. Subscription solicitations at their current address were recalled by only 48% of nonsubscribers.

11. The vast majority of current subscribers (93%) appear to be satisfied with their delivery service. An equally high proportion (95%) said they were certain or very likely to renew for the coming year.

12. Poor delivery service did play a role in some prior decisions not to subscribe (or renew). But it typically was only one among a number of discontentments with the daily newspaper, as is made clear in reasons people gave for not subscribing. Lack of interest or desire, no time to read, and cost outweighed delivery problems.

13. Single copy buying is widely seen as a convenient alternative to home delivery; 45% of adults sometimes buy a copy of a weekday or Sunday paper.

14. Sundays are favored over weekdays by single copy buyers, especially by those who are less habitual buyers or readers.

15. Over two-fifths of weekday single copy buyers do so with regularity, especially those reading big-city newspapers for which reading habits that are built on single copy purchases rival subscription-based loyalties.

16. Duplication of sales is primarily confined to those with subscriptions who buy a weekday paper only rarely.

17. The vast majority of street-sold copies (81%) are brought home, to become available for reading by the buyer or other family members and to be of potential use in planning shopping trips.

18. The Sunday newspaper is bought by 35% of adults, half of whom buy it every Sunday. Thus, nearly one-fifth (18%) of American homes are regularly supplied with copies of the Sunday newspaper bought from a store, newsstand, or vending rack.

I. HOME DELIVERY PATTERNS

Home delivery is the bedrock of newspaper circulation. Its importance can be measured in three ways: the overall proportion of American households with subscriptions; how yesterday readers got the newspaper they read; and the relationship between home delivery and reading frequency.

The Home Delivery Population

Home delivery remains the dominant means by which readers get their daily newspapers. One-half (49%) of all American households subscribe to a daily newspaper and 46 percent get their Sunday paper delivered (see Table 1). These proportions of adults in households with home delivery are substantially greater than the proportions of weekday and of Sunday single copy buyers (25% and 35%, respectively).[1]

Older (45-plus) adults, whites, those who are married, or with high ($40,000+) household incomes, or who have graduated from college are all more likely to get home delivery of a daily newspaper. The proportion of adults subscribing to a daily newspaper is also above average in the Northeast region and in smaller cities and metro areas. On the other hand, readers of larger (100,000+) daily papers are significantly less likely than are readers of other dailies to get weekday home delivery.

---

[1] All percentages in this report are based on weighted respondents. The unweighted number of respondents in various demographic groups is shown in the Appendix.

Table 1

Home Delivery of Newspapers
Among Demographic Groups

	Weekdays	Sunday
Total Adults	49%	46%
By Age		
18-24	34%	34%
25-29	27	33
30-34	42	42
35-44	47	46
45-54	58	53
55-64	64	56
65+	66	56
By Sex		
Men	48%	47%
Women	49	45
By Race		
White	54%	50%
Black	27	29
By Income		
Under $10,000	22%	22%
$10,000 - $14,999	36	32
$15,000 - $24,999	44	41
$25,000 - $39,999	52	51
$40,000+	68	65
By Marital Status		
Married	55%	51%
Divorced/widowed/separated	39	37
Single	38	37
By Education		
Not High School Graduate	37%	35%
High School Graduate	48	44
Some College	50	50
College Graduate	62	59
By Employment Status		
Employed	47%	46%
Not Employed	51	45
Retired	64	55
By Region		
Northeast	55%	49%
North Central	44	42
South	46	43
West	51	53

(Continued)

Table 1

Home Delivery of Newspapers Among Demographic Groups (Continued)

	Weekdays	Sunday
Total Adults	49%	46%
By Metro Area		
Non metro	39%	28%
50,000 - 249,999	61	58
250,000 - 999,999	56	56
1,000,000+	45	46
By Use of Newspapers*		
Frequent reader	77%	67%
Infrequent reader	26	31
Nonreader	12	13
Single Copy Buyer	26	23
By Household Size		
One	37%	34%
Two	55	51
Three or more	47	45
Child in Home	43%	43%
By Circulation Size**		
Under 25,000	76%	57%
25,000 - 49,999	66	56
50,000 - 99,999	56	54
100,000 - 249,999	49	52
250,000+	47	48

* Frequent readers are adults who read a daily newspaper four or all five weekdays in the preceding week. Infrequent readers read less often than that, but read a daily or Sunday newspaper "at least once in a while." The remainder are classified as newspaper "nonreaders."

**Based on daily papers read; these data apply only to the newspaper-reading segment (85%) of the sample.

Questions: (Yesterday Readers) "Which of the statements on this card best describes the way you obtained the newspaper you read yesterday/we've just been going through? Just tell me the number of the statement." [Home Delivery]

"Do you or your family get delivery of any (other) daily newspaper?"

(Yesterday Nonreaders and Nonreaders) "Do you or your family get home delivery of a daily newspaper?"

Home delivery of a Sunday paper (46%) was only slightly lower than of the daily paper. Weekday home delivery exceeds Sunday home delivery primarily because many papers in smaller communities do not publish a Sunday edition, although the steadily growing number of Sunday editions increasingly enables readers to have six- or seven-day access regardless of their newspaper's size.

Daily and Sunday subscriptions are usually part of a package. Those who are more likely to subscribe to a daily newspaper are also highly likely to have Sunday home delivery. Five-sixths (82%) of those getting weekday home delivery also subscribe to a Sunday paper. American households subscribing to newspapers are comprised of 40 percent that get both a weekday and a Sunday paper plus 9 percent that subscribe only to the weekday paper (see Table 2). An additional 6 percent of households subscribe only to a Sunday paper. Thus, approximately two-fifths (45%) of households subscribe to neither.

Those age 45 or older, whites, the retired, college graduates, households with $40,000-plus incomes, smaller metropolitan area residents, and readers of small newspapers were all more likely to have seven-day subscriptions. On the other hand, residents of smaller towns and rural areas, who mainly read afternoon papers with daily circulations under 25,000, were all more likely to have home delivery only on weekdays. In general, the categories of readers that show the deepest involvement with daily and Sunday newspapers are, as expected, the ones most likely to be subscribers.[1]

---

[1] For data from this survey on reader involvement, see News and Newspaper Reading Habits (Newspaper Advertising Bureau, 1988).

Table 2

Weekday and Sunday Home Delivery Among Demographic Groups

	Weekday+ Sunday	Weekday Only	Sunday Only	Neither/ No Answer
Total Adults	40%	9%	6%	45%
By Age				
18-24	29%	6%	6%	60%
25-29	21	6	12	61
30-34	34	9	9	49
35-44	39	8	7	46
45-54	48	10	5	37
55-64	53	11	3	34
65+	53	13	3	31
By Sex				
Men	40%	8%	7%	45%
Women	40	9	5	46
By Race				
White	44%	10%	6%	40%
Black	23	4	6	67
By Income				
Under $10,000	15%	7%	7%	71%
$10,000 - $14,999	27	10	5	59
$15,000 - $24,999	35	9	6	50
$25,000 - $39,999	43	9	8	40
$40,000+	58	10	7	25
By Marital Status				
Married	45%	10%	6%	39%
Divorced/widowed/separated	32	7	5	56
Single	31	7	6	56
By Education				
Not High School Graduate	29%	8%	6%	57%
High School Graduate	39	10	5	47
Some College	42	8	8	42
College Graduate	53	9	6	32
By Employment Status				
Employed	39%	8%	7%	46%
Not Employed	41	10	5	45
Retired	51	12	3	33
Homemaker	35	9	6	50

(Continued)

Table 2

Weekday and Sunday Home Delivery Among Demographic Groups (Continued)

	Weekday+ Sunday	Weekday Only	Sunday Only	Neither/ No Answer
Total Adults	40%	9%	6%	45%
By Region				
Northeast	43%	12%	6%	39%
North Central	32	12	9	46
South	39	7	4	50
West	47	4	6	43
By Metro Area				
Non metro	23%	16%	5%	56%
50,000 - 249,999	56	5	2	37
250,000 - 999,999	47	9	9	35
1,000,000+	40	6	7	48
By Use of Newspapers				
Frequent reader	63%	14%	4%	19%
Infrequent reader	21	5	11	64
Nonreader	9	3	4	84
Single copy buyer	16	10	7	67
By Household Size				
One	29%	8%	6%	58%
Two	44	11	6	38
Three or more	39	8	6	47
Child in Home	36%	7%	7%	50%
By Circulation Size*				
Under 25,000	55%	22%	2%	21%
25,000 - 49,999	54	11	2	32
50,000 - 99,999	46	10	8	35
100,000 - 249,999	42	6	10	41
250,000+	41	6	7	46

* Based on daily papers read; only newspaper readers are included in the base.

Question: "What about Sunday or weekend editions?. Do you or your family get home delivery of a Sunday or weekend edition of a newspaper?"

Current and Past Home Delivery of a Daily Newspaper

Many living in American households that do not now get home delivery of a daily newspaper subscribed to one in the past. Table 3 shows that adults in non-subscribing households are almost evenly split between those who had weekday home delivery at some time in the past (26%) and those who never subscribed to a daily newspaper (25%).

As shown earlier, age, income, race and education are all strongly linked with home delivery. But even groups characterized by relatively high levels of weekday home delivery -- upper-income ($40,000+) households or frequent weekday readers -- contain segments who once had home delivery or who have never had it. For example, one-fifth (20%) of adults in upper-income households have subscribed to a daily paper only in the past, and an additional 13 percent have never had weekday home delivery. As expected, current nonreaders are least likely to have ever subscribed to a daily newspaper.

Changing economic or lifestyle circumstances are reflected in the lower levels of subscription now, compared with some time in the past, of those whose family status has been disrupted by divorce, widowhood or separation. Changing consumer preferences may be more at issue for infrequent readers and single copy buyers. A significantly greater than average proportion in each of these groups (whose members overlap) once had home delivery. Thus, economic and social factors interact with individual buying preferences to affect subscriber retention rates.

Table 3

Current and Past Home Delivery of Weekday Paper Among Demographic Groups

		Nonsubscribers:	
	Get Home Delivery	Only In The Past	Never Had
Total Adults*	49%	26%	25%
By Age			
18-24	34%	26%	39%
25-29	27	30	42
30-34	42	26	29
35-44	47	30	23
45-54	58	22	19
55-64	63	21	16
65+	66	23	10
By Sex			
Men	48%	26%	26%
Women	49	26	24
By Race			
White	54%	25%	20%
Black	27	37	35
By Income			
Under $10,000	22%	32%	44%
$10,000 - $14,999	36	30	33
$15,000 - $24,999	44	27	27
$25,000 - $39,999	52	28	20
$40,000+	68	20	13
By Marital Status			
Married	55%	23%	22%
Divorced/widowed/separated	39	40	20
Single	38	25	36
By Education			
Not High School graduate	37%	29%	33%
High School graduate	48	27	24
Some College	50	26	23
College Graduate	62	20	18
By Employment Status			
Employed	47%	26%	26%
Not Employed	51	24	23
Retired	64	24	11
Homemaker	44	21	33

(Continued)

Table 3

Current and Past Home Delivery of Weekday Paper Among Demographic Groups (Continued)

	Get Home Delivery	Nonsubscribers: Only In The Past	Nonsubscribers: Never Had
Total Adults*	49%	26%	25%
By Region			
Northeast	55%	17%	27%
North Central	44	30	25
South	46	28	25
West	51	26	23
By Metro Area			
Non metro	39%	29%	32%
50,000 - 249,999	61	25	12
250,000 - 999,999	56	19	23
1,000,000+	45	28	26
By Use of Newspapers			
Frequent reader	77%	15%	8%
Infrequent reader	26	38	35
Nonreader	12	33	55
Single copy buyer	26	39	33
By Household Size			
One	37%	33%	30%
Two	55	23	21
Three or more	47	26	26
Child in Home	43%	27%	28%
By Circulation Size**			
Under 25,000	76%	16%	7%
25,000 - 49,999	66	21	13
50,000 - 99,999	56	19	24
100,000 - 249,999	49	29	21
250,000+	47	29	24

* The small proportion (1%) who didn't answer whether they had home delivery in the past are excluded.

**Based on daily newspaper read; only newspaper readers are included in the base.

Question: "Have you ever had home delivery of a daily newspaper?"

How Daily Newspaper Read Yesterday Was Obtained

People who read a daily newspaper "yesterday" were asked how they got that paper. The vast majority of yesterday readers obtained their paper via home delivery (69%) rather than by purchase at a newsstand, store, or vending machine (17%) (see Table 4). An office subscription (3%) represents another mode of regular delivery to customers. The remaining yesterday readers looked at a "pass along" copy of a daily paper brought home by a family member, borrowed from a friend or co-worker, or picked up somewhere else.

Table 4

How Newspaper Read Yesterday Was Obtained

Base: Yesterday Readers	Total
Home Delivery	69%
Delivered to office or place of work	3
Single Copy Sales	17
Bought at newsstand	7
Bought at some other type of store	5
Bought at vending machine or rack	5
Pass Along Copy	7
Borrowed copy from friend or co-worker	4
Other family member brought home	2
Picked up copy somebody else left behind	1
Some other way/no answer	4
	100%

Influence of Home Delivery on Readership

Having a paper delivered to the home powerfully affects reading regularity. Adults in subscribing households were much more likely to be frequent readers, i.e., to read the daily newspaper on four or all five weekdays. Three-fourths (77%) of adults in subscribing households were frequent weekday readers and only 4% classified themselves as nonreaders. By way of contrast, in non-subscribing households only 22% were frequent readers; fully one-half (52%) were infrequent readers and the rest were nonreaders.[1] But regular access via a subscription isn't a guarantee of reading on an average weekday: 19% of adults in homes subscribing to a daily paper didn't happen to have read it the day prior to the interview.

Trends in Home Delivery: 1977 and 1987

Subscriptions to weekday and Sunday newspapers have declined appreciably since 1977. A comparison of home delivery data for 1987 and 1977 shows that weekday home delivery has decreased from 64 percent to 49 percent of American households, and Sunday subscriptions have declined from 56 percent to 46 percent over this ten-year period.[2] (See Table 5)

---

[1] For other findings from this survey on differences between frequent and infrequent readers, see News and Newspaper Reading Habits (Newspaper Advertising Bureau, 1988).

[2] While a decline is evident, these proportions (which define its depth) should be interpreted cautiously given the differences in sampling and measurement methods used in the two national studies, which were conducted by different research firms.

Table 5

Weekday and Sunday Home Delivery - 1987 and 1977*
(Base: Total Adults)

	1987	1977
Weekday (Net)	49%	64%
Sunday (Net)	46	56
Weekday and Sunday	40%	52%
Weekday only	9	12
Sunday only	6	4
Neither/no answer	45	32

*The 1977 results are based on a survey conducted by Audits and Surveys, Inc. See The Home Delivery Population (Newspaper Advertising Bureau, 1978).

This trend is linked with a reduction in the proportion of adults who get home delivery on all seven days of the week: from 52% in 1977 to 40% in 1987. Single copy buying has taken up some of the slack during this period to help stabilize the circulation count on weekdays. It has always played a bigger role in Sunday circulation sales, especially in larger metropolitan areas.[1]

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[1] For additional data from this survey on Sunday newspaper circulation, see The Sunday Newspaper and Its Readers (Newspaper Advertising Bureau, 1988).

II. THE WEEKDAY HOME DELIVERY PROCESS

This section of the report examines the home delivery process in greater detail: how long the customer has gotten home delivery; who decided to subscribe; the price paid at the last renewal; whether the paper is delivered by youths or adults; and billing procedures.

Length of Time Getting Weekday Home Delivery

When the duration of current subscriptions is analyzed, the data show a pronounced tilt away from recent subscription sales. More than one-half (53%) of all households getting weekday home delivery have had this service for at least ten years (see Table 6). Only one in ten (10%) subscribing households started home delivery within the past year, and an additional 11 percent began service one to two years earlier. As could be expected, long-term subscription service was more commonly found among frequent readers (57%) than among infrequent readers (41%). In general, the attributes that most clearly define loyal newspaper readers -- age, education, income -- are also correlated with long-term duration of home delivery service.

Decision Maker for Home Delivery

Approximately equal numbers of adults in subscribing households said they decided on their own or shared the subscribing decision with another household member (37% and 39%, respectively). In one-fifth (19%) of subscribing households, someone else made this decision. (See Table 7)

Table 6

Length of Weekday Home Delivery Service

	Duration of Subscription:*				
	10+ Years	5-9 Years	3-4 Years	1-2 Years	Less Than 1 Year
Daily Newspaper Subscribers	53%	15%	8%	11%	10%
Frequent reader	57	13	8	11	9
Infrequent reader	41	20	9	11	11

* The proportions of subscribers who did not answer this question are not shown in this table.

Question: "How long have you or someone in this household been getting home delivery of a daily newspaper?"

Table 7

Who Decided to Subscribe to a Daily Newspaper?

	Decision Made By:*		
	Myself	Shared Decision	Someone Else
Daily Newspaper Subscribers	37%	39%	19%
Frequent reader	42	42	15
Infrequent reader	23	32	39

* The proportions who gave no answer to this question are not shown.

Question: (Newspaper readers who subscribe to a daily paper) "Did you personally decide to get home delivery, did someone else make that decision, or did you and someone else decide together?"

Readers who are more loyal to the daily newspaper were also more likely to have made the decision by themselves. Almost twice as many frequent readers as infrequent readers (42% vs. 23%) made the weekday home delivery decision on their own. This difference reflects the strength of the bond between the decision to subscribe and the strength of the reading habit or the intensity of interest in what the daily newspaper has to offer to its customers.

Full Price or Special Incentive to Subscribe

Four-fifths (79%) of all current subscribers to a daily newspaper paid the regular price the last time they renewed their subscription, while only one-tenth (9%) were the beneficiaries of a special offer -- either a cheaper rate, a gift, or a premium -- at their last renewal. The remaining 12 percent could not recall the terms or conditions of that subscription. Frequent readers were more likely both to recall whether or not their household paid the regular price at the last renewal and to have paid the regular price. (See Table 8) While not conclusive, the results also suggest that special offers are more commonly available to subscribers in mid-size and larger markets, the ones that are more likely to have two or more competing newspapers.

Morning and Afternoon Home Delivery

Although there are many more afternoon newspapers than morning papers (1,165 vs. 512, by the most recent estimate), a.m. papers have bigger circulations and account for a larger share of the total than the p.m. papers. It is not surprising, then, that home delivery of morning papers exceeded that of afternoon papers by a wide margin (55% vs. 46%) (see Table 9).

Table 8

Paid Regular Price or Special Offer at Last Renewal

	Regular Price	Special Offer	DK/NA
Daily Newspaper Subscribers	79%	9%	12%
By Use of Newspapers			
Frequent reader	82%	9%	9%
Infrequent reader	69	10	21
By Metro Area			
Non metro	90%	7%	3%
50,000 - 249,999	85	9	6
250,000 - 999,999	76	12	12
1,000,000+	73	7	20
By Circulation Size*			
Under 25,000	91%	7%	2%
25,000 - 49,999	84	7	9
50,000 - 99,999	73	9	18
100,000 - 249,999	77	9	13
250,000+	70	12	18

* Based on daily papers read; only newspaper readers are included in the base.

Question: "The last time your subscription was renewed, did you pay the regular price, or did the renewal include some special offer -- like a cheaper rate or some gift or premium?"

Table 9

Home Delivery of AM and PM Newspapers by Market Characteristics

	AM Delivery	PM Delivery
Daily Newspaper Subscribers*	55%	45%
By Region		
Northeast	58%	42%
North Central	40	60
South	58	42
West	63	37
By Metro Area		
Non metro	37%	63%
50,000 - 249,999	52	48
250,000 - 999,999	54	46
1,000,000+	67	33
By Circulation**		
Under 25,000	25%	78%
25,000 - 49,999	50	50
50,000 - 99,999	56	44
100,000 - 249,999	65	35
250,000+	84	16

* Subscribers who didn't answer the question (2%) were excluded from the base.

** Based on daily papers read; only newspaper readers are included in the base.

Question: "Is that paper delivered before or after the noon hour?"

This represents a substantially higher proportion of subscribers getting an a.m. paper delivered than was found in a comparable 1982 national survey (48%). These survey data based on subscribers' replies reflect the overall increase in a.m. daily circulation, which rose from 53 percent to 62 percent of total daily circulation between 1982 and 1987.[1]

Delivery and Billing

Almost all current subscribers (95%) have a daily paper delivered by a carrier; only 6 percent (mainly living outside metro areas) get their paper delivered by mail. And most subscribers (53%) now have their daily paper delivered by an adult carrier rather than by a youngster (35%). Adult carriers are particularly relied upon (82% vs. 11%) outside metropolitan areas, where a car is more likely to be needed. (See Table 10) But the "little merchant" is still the predominant delivery agent in small-to-midsize (50-250,000) American cities. Readers of big city (100,000+) newspapers, which are predominantly a.m. papers, were more likely than were other readers not to know whether their carrier was an adult or a youth.

The larger share that adult carriers now have (53% vs. 35% for youth carriers) constitutes a dramatic shift from the findings of a 1982 NAB survey, which showed the reverse pattern (37% vs. 53%). This change is due in large part to the shrinking number of available teenagers and

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[1] Source: Newspaper Advertising Bureau, "United States Daily and Sunday Newspapers - 1945 to Present." (1988)

Table 10

Who Delivers Weekday Newspaper by Market Characteristics

	Adult	Youth	DK/NA
Weekday Paper Delivered by Carrier*	53%	35%	15%
By Region			
Northeast	41%	59%	6
North Central	45	37	19
South	66	19	17
West	54	29	18
By Metro Area			
Non metro	82%	11%	7%
50,000 - 249,999	39	52	13
250,000 - 999,999	44	43	15
1,000,000+	53	31	20
By Time of Delivery			
AM	53%	28%	22%
PM	53	43	6
By Circulation Size**			
Under 25,000	61%	32%	8%
25,000 - 49,999	50	44	9
50,000 - 99,999	48	48	8
100,000 - 249,999	57	23	22
250,000+	49	29	27

* The proportions of households getting deliveries of more than one paper (both by carrier and by mail) are included in each row. The small proportion (3%) of "don't know/no answer" responses are not shown.

** Based on daily papers read; only newspaper readers are included in the base.

Question: "Is your carrier an adult or a youngster under 18 years old?"

the wider range of employment opportunities available to them. But even in major markets, where they are less available, many geographic areas can still be efficiently served by youth carriers.

The incorporation of computer information systems in circulation departments has created new billing and payment options for customers who have their newspapers delivered by carriers.

Paying the carrier and paying by mail are now equally common experiences for subscribers. (See Table 11) Paying the carrier is much more common in the Northeast, in small to mid-size metropolitan areas, and for subscribers to p.m. papers. By way of contrast, payment by mail is the norm in the West, in non-metro areas, and for subscribers to big-city (100,000+) newspapers. Correlatively, subscribers who get a.m. home delivery were more likely than people with p.m. delivery to pay by mail.

When people pay for their subscriptions by mail, typically two-thirds pay in advance. (See Table 12) Pre-payment was well above average in the North Central region and in smaller (50-250,000) metropolitan areas, while payment at the end of the delivery period was relatively more common among subscribers in the West.

Table 11

How Subscription is Paid For

	Pay Carrier	Pay By Mail
Carrier-Delivered Subscribers*	50%	49%
By Region		
Northeast	71%	30%
North Central	37	59
South	54	46
West	30	66
By Metro Area		
Non metro	31%	70%
50,000 - 249,999	71	29
250,000 - 999,999	55	44
1,000,000+	44	54
By Delivery Cycle		
AM	43%	56%
PM	57	43
By Circulation Size**		
Under 25,000	46%	54%
25,000 - 49,999	61	38
50,000 - 99,999	64	34
100,000 - 249,999	38	64
250,000+	39	59

* Dual payers shown under both; those who gave "don't know/ no answers" are not shown.

** Based on daily papers read; only newspaper readers are included in the base.

Question: "Do you pay your carrier directly or do you pay by mail?"

Table 12

When Subscription is Paid for by Mail

	Pay In Advance	Pay After	DK/NA
Total	66%	21%	12%
By Region			
Northeast	69%	15%	16%
North Central	76	17	5
South	71	19	9
West	48	32	20
By Metro Area			
Non metro	63%	23%	11%
50,000 - 249,999	80	13	7
250,000 - 999,999	71	15	12
1,000,000+	61	26	14
By Circulation Size*			
Under 25,000	69%	18%	11%
25,000 - 49,999	74	22	4
50,000 - 99,999	69	18	13
100,000 - 249,999	60	25	12
250,000+	66	22	12

* Based on daily papers read; only newspaper readers are included in the base.

Question: (Subscribers who pay by mail)
"Do you usually pay for your newspaper in advance of the delivery period or after it?"

III. CIRCULATION PROMOTION

Circulation promotion efforts have two principal objectives: to attract new readers and to retain those currently reading the newspaper. A collateral goal of promotion can often be to increase the regularity of reading by those in the latter group.

In this survey of newspaper readers, all those (85%) who read a daily or a Sunday newspaper "at least once in a while" were asked if they saw or heard any advertising in the past month aimed at getting them to buy or read a locally available daily newspaper. Only a little more than one-fifth (22%) of all newspaper readers could recall being exposed to any promotional ads (see Table 13). Advertising recall was highest in the largest metropolitan areas (29%) and lowest in the non-metropolitan areas (13%). Similarly, readers of big-city dailies were more likely to recall promotional advertising than were readers of the smallest papers (28% and 16%, respectively).

The minority of readers who recalled any ads were asked where it appeared. Television (31%) was the most-often named medium, followed closely by newspapers (27%), then by radio (17%), and phone solicitation (15%). (See Table 14) If we combine responses to the two questions, it can be estimated that only a very small minority (±6%) of all current newspaper readers were able to recall having seen any in-paper promotional advertising in the preceding month.

Table 13

Recall of Newspaper Promotional Ads in Past Month Among Demographic Groups

	Yes	No	DK/NA
Newspaper Readers	22%	74%	5%
By Age			
18-24	26%	70%	4%
25-29	21	72	6
30-34	28	68	4
35-44	25	70	5
45-54	22	75	3
55-64	18	78	5
65+	14	82	5
By Income			
Under $10,000	11%	82%	6%
$10,000 - $14,999	22	74	4
$15,000 - $24,999	20	75	6
$25,000 - $39,999	27	70	3
$40,000+	28	71	1
By Education			
Not High School Graduate	16%	80%	4%
High School Graduate	19	74	7
Some College	27	69	4
College Graduate	27	72	1
By Metro Area			
Non metro	13%	83%	4%
50,000 - 249,999	22	77	1
250,000 - 999,999	19	75	6
1,000,000+	29	66	6
By Use of Newspapers			
Frequent reader	24%	72%	4%
Infrequent reader	18	76	5
Weekday home delivery	23	74	4
Single copy buyers	24	73	3
By Circulation Size*			
Under 25,000	16%	83%	1%
25,000 - 49,999	25	73	2
50,000 - 99,999	20	77	3
100,000 - 249,999	20	75	5
250,000+	28	68	4

* Based on daily papers read; only newspaper readers are included in the base.

Question: "Do you recall seeing or hearing any advertisements within the past month that tried to get you to buy or read a daily paper that is available locally?"

Table 14

Media in Which Promotional Ads Appeared

Base: Saw/Heard Ads In Past Month	Total*
On TV	31%
In newspaper	27
On radio	17
Phone (telemarketing)	15
On billboards	8
In mail	8
On trucks	1
Elsewhere	11
Don't know/no answer	3
	121%

* Multiple answers were coded.

Question: "Where did the advertising appear -- was it on TV, on the radio, billboards, on trucks, in the newspaper, in the mail, or someplace else?"

The media choices made by newspapers (and recalled by readers) appear to be shaped by their market's characteristics. (See Table 15) For example, residents of non-metropolitan areas were less likely to cite TV ads (18%), and much more likely to cite in-paper promotional ads (43%). Telemarketing was mentioned most often (21%) by residents of metropolitan areas with between 250,000 and 1 million inhabitants and by those living in the South. Readers of the largest (250,000+) daily papers were more likely to have seen ads on television (41%) or to have heard them on the radio (22%), and less likely to have been contacted by phone (8%). By way of contrast, those who read the smallest-circulation dailies were disproportionately likely to recall ads in newspapers (37%).

Table 15

Where Promotional Ads for Newspapers Appeared

	TV	News-papers	Radio	Phone
Total Readers Recalling Ads	31%	27%	17%	15%
By Age				
18-24	37%	31%	27%	2%
25-29	27	24	24	7
30-34	48	22	12	12
35-44	28	21	21	18
45-54	21	45	14	13
55-64	27	15	5	26
65+	22	28	6	30
By Sex				
Men	34%	29%	19%	13%
Women	28	24	15	16
By Race				
White	28%	30%	19%	14%
Black	41	13	7	17
By Income				
Under $10,000	19%	37%	29%	9%
$10,000 - $14,999	45	18	12	16
$15,000 - $24,999	27	30	8	13
$25,000 - $39,999	31	32	19	14
$40,000+	30	26	25	15
By Marital Status				
Married	30%	27%	15%	18%
Divorced/widowed/separated	17	29	10	20
Single	44	24	28	2
By Education				
Not High School Graduate	43%	31%	7%	11%
High School Graduate	27	34	9	11
Some College	31	22	27	15
College Graduate	29	18	23	20

Table 15

Where Promotional Ads for Newspapers Appeared
(Continued)

Total Readers Recalling Ads	TV 31%	News-papers 27%	Radio 17%	Phone 15%
By Region				
Northeast	29%	31%	19%	17%
North Central	35	24	23	4
South	24	33	9	24
West	37	18	19	12
By Metro Area				
Non metro	18%	43%	16%	9%
50,000 - 249,999	27	26	12	14
250,000 - 999,999	33	29	14	21
1,000,000+	34	22	20	14
By Circulation Size				
Under 25,000	20%	37%	10%	17%
25,000 - 49,999	19	34	20	11
50,000 - 99,999	33	27	10	22
100,000 - 249,999	35	15	13	22
250,000+	41	26	22	8

These demographic variations in advertising recall reflect both the media habits of different reader segments and target marketing by newspapers. Television ads were more likely to be recalled by younger readers (under age 35), singles, blacks, and those who did not graduate from high school. By way of contrast, in-paper promotional ads seem to have been more effective in reaching adult readers between 45 and 54 years old and residents living outside metro areas, and less effective in reaching blacks and residents in the West. Newspapers' telemarketing efforts appear to have scored best with adults over 55 years of age.

Soliciting Subscriptions

Non-subscribers were asked if a daily newspaper had ever asked them to subscribe, and only one-half (48%) acknowledged some promotional contact -- either in person, by mail, or by phone at their present address (see Table 16). Non-subscribers in the West were most likely, and those in the Northeast least likely, to say they had been contacted and asked to subscribe (58% and 39% respectively).

This measure of promotional impacts is limited in its value as an accurate indicator of recent solicitation efforts by the fact that only one adult in every household was interviewed. (Someone else might have been the person contacted.) And it also depends on memory, which can be fallible. But even given these survey-based limitations, the reach achieved by newspaper solicitation programs, as reflected in the recall of potential customers, is far from comprehensive.

Table 16

Subscription Solicitations Among Demographic Groups

	Asked To Subscribe	Not Asked	DK/NA
Total Non-subscribing Adults	48%	47%	5%
By Age			
18-24	39%	53%	7%
25-29	41	54	5
30-34	43	54	4
35-44	56	40	4
45-54	50	46	4
55-64	52	43	5
65+	61	34	5
By Sex			
Men	49%	46%	5%
Women	47	47	6
By Race			
White	49%	46%	5%
Black	58	40	2
By Income			
Under $10,000	49%	46%	6%
$10,000 - $14,999	39	53	7
$15,000 - $24,999	48	48	3
$25,000 - $39,999	54	43	3
$40,000+	53	42	5
By Education			
Not High School Graduate	42%	52%	6%
High School Graduate	48	47	5
Some College	53	43	4
College Graduate	56	42	2
By Employment Status			
Employed	48	47	4
Working women	52	43	4
Not Employed	48	46	6
Retired	60	35	4
Homemaker	39	53	8

(Continued)

Table 16

Subscription Solicitations Among Demographic Groups (Continued)

	Asked To Subscribe	Not Asked	DK/NA
Total Non-subscribing Adults	48%	47%	5%
By Region			
Northeast	39	54	8
North Central	51	48	2
South	46	48	6
West	58	37	5
By Metro Area			
Non metro	37%	62%	2%
50,000 - 249,999	60	37	3
250,000 - 999,999	46	46	8
1,000,000+	54	39	7
By Use of Newspapers			
Frequent reader	54	39	7
Infrequent reader	50	46	4
Nonreader	39	55	6

Question: (IF NO HOME DELIVERY) "Since you have been living at your present address, has anyone ever asked you to subscribe to a daily newspaper, either in person, by mail, or by phone?"

Newspapers' efforts to convert non-subscribers seem to be aimed somewhat more at those over 35 years of age, with $25,000-plus household incomes, and with at least some college education. Blacks and retired persons were also above average as targets of subscription solicitation efforts. But few other demographic differences are apparent. The apparent failure of conversion efforts to register strongly among nonsubscribers who identify themselves as "nonreaders" and among younger adults -- tomorrow's audience -- represents a particular challenge to future promotional efforts.

IV. ATTITUDES TOWARD HOME DELIVERY

Current subscribers to a daily newspaper were asked how satisfied they are with the delivery service they get. More than nine-tenths (93%) were satisfied with their delivery service, either "very satisfied" (70%) or "fairly well satisfied" (23%) (see Table 17). Only 5 percent expressed any dissatisfaction with their service.

Table 17

Satisfaction with Weekday Home Delivery Service

Base: Weekday Subscribers	Total
Very satisfied	70%
Fairly well satisfied	23
Not too satisfied	3
Not at all satisfied	2
Don't know/no answer	2
	100%

Question: "Generally, how satisfied are you with the weekday delivery service you get?"

Relative satisfaction with home delivery was slightly higher among lower-income (under $10,000) and retired subscribers. Upper-income ($40,000+) subscribers, blacks, and singles were less inclined to be "very satisfied" with their service. Subscribers to p.m. dailies were also slightly less enthused about the quality of delivery service, although they differed little from a.m. subscribers in their combined judgments. (See Table 18)

Table 18

Satisfaction with Weekday Home Delivery Service Among Demographic Groups

	Very/ Fairly Well Satisfied	Very Satisfied	Fairly Well Satisfied
Weekday Subscribers	93%	70%	23%
By Age			
18-24	94%	63%	31%
25-29	87	60	27
30-34	95	76	20
35-44	91	61	30
45-54	90	68	21
55-64	91	75	16
65+	95	78	17
By Sex			
Men	91%	67%	24%
Women	93	72	21
By Race			
White	93%	71%	21%
Black	88	60	28
By Income			
Under $10,000	97%	75%	22%
$10,000 - $14,999	90	66	24
$15,000 - $24,999	92	68	24
$25,000 - $39,999	95	76	20
$40,000+	89	63	26
By Marital Status			
Married	92%	71%	21%
Divorced/widowed/separated	95	75	20
Single	90	58	32
By Employment Status			
Employed	90%	66%	24%
Not Employed	95	75	20
Retired	95	79	16
Homemaker	95	73	22
By Delivery Cycle			
AM	94%	74%	20%
PM	90	65	25

Likelihood of Continuing Home Delivery

The general mood of satisfaction among current subscribers is reflected in their future expectations. Almost all subscribers (95%) either said they were "almost certain" (83%) or "very likely" (12%) to continue home delivery. Very few (3%) thought that there was no better than a 50:50 chance that they would renew. (See Table 19)

Table 19

Likelihood of Continuing Weekday Home Delivery
(Base: Weekday Subscribers)

	Total
Almost certain to continue	83%
Very likely to continue	12
50:50 chance	2
Probably won't continue	*
Definitely won't continue	1
Don't know/no answer	1

*Less than 0.5%

Question: "And how likely are you to keep getting the newspaper delivered to your home in the next twelve months?

Whites, older adults (45-plus), and those not employed (mostly retired) were slightly more likely than other subscribers to say they would "almost certainly" continue home delivery. But demographic differences in renewal expectations among current subscribers are relatively minor.

Cancelling Subscriptions Due to Poor Service

The satisfied state of mind among these current subscribers does not, of course, reflect subscriber attrition due to poor home delivery service in the past. To get an estimate of this as a factor, we asked subscribers and nonsubscribers alike whether they had "ever cancelled a daily newspaper subscription" as a result of poor service.

Only one in six (16%) acknowledged ever having done so in the past, a proportion that varied little among current subscribers and nonsubscribers, as well as among frequent or infrequent readers and nonreaders. If anything, those now less involved with the newspaper (infrequent readers, nonreaders, and nonsubscribers) were slightly less likely to have cancelled a subscription for this reason in the past. But as a majority or near-majority of each of these groups had never had a subscription in the past, other factors than the quality of home delivery service must have played a weightier role in their lower involvement. For those who did subscribe previously, an experience with poor service could well have been a "last straw" reason for not wanting to renew, but only when taken in conjunction with the smaller value that reading a daily paper already held for this group of churners.[1]

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[1] For findings based on a panel study of churners, showing how "problems with delivery" compared with other reasons for stopping a subscription, see Love Us and Leave Us (American Society of Newspaper Editors, 1987). An earlier NAB panel study found that "the reported quality of the delivery service" was unrelated to stopping a subscription. See Changing Lifestyles and Newspaper Reading (Newspaper Advertising Bureau, 1984), page 37.

Reasons For Not Subscribing

Another piece of evidence is available in the survey that puts poor delivery service into comparative perspective. Nonsubscribers who said that they had been asked to begin home delivery of a daily were asked why they chose not to subscribe. The main reasons cited were disliking their daily paper (26%), a lack of time to read the paper (21%), the cost (16%), and delivery problems (14%) (see Table 20).

Among nonsubscribers, frequent readers were substantially more likely than others to cite delivery problems or a positive preference for buying single copies as reasons for refusing to subscribe to a daily paper. Thus, a substantial segment among the daily newspaper's most loyal readers are content to buy single copies, and, based on some previous disappointment with home delivery, they may prove to be difficult to convert into subscribers.

By way of contrast, infrequent readers and newspaper nonreaders were much more likely to say that they don't get around to reading enough of the daily paper or that they have no time to read. Some nonreaders, who gave the highest proportion of "don't want/dislike the newspaper" responses (42%), also noted that they get enough news from TV or radio (17%). Thus, while delivery problems, past or anticipated, do act as a restraining element in nonsubscribers' minds, they do not appear to predominate when compared with factors such as lower interest in news or newspapers, lifestyle-based preferences for single copies, or subscription cost.

Table 20

Reasons for Not Subscribing to a Daily Newspaper (Major Mentions)

		Did Not Subscribe When Asked:		
	Total	Frequent Readers	Infrequent Readers	Nonreaders
Don't Want/Dislike (Net)	26%	8%	28%	42%
Just never got around to reading it enough	15	4	20	13
Dislike/no interest in reading paper (general)	11	11	12	8
Get enough news/prefer news from TV or radio	5	1	3	17
Hard to read (eyesight)	2	–	–	7
No Time to Read	21	9	25	24
Paper Costs Too Much	16	15	15	19
Delivery Problems (Net)	14	26	9	13
Unreliable delivery (general)	6	13	3	3
Delivered late	3	7	1	1
Other	6	6	5	9
Prefer Buying Single Copies				
Only on certain days/ on way to/from work	12	22	10	3
Read Papers at Work/Borrow	6	10	7	–
Don't Know/No Answer	5	2	1	3

Question: "What were your main reasons for deciding not to subscribe the last time you were asked?"

Newspapers' efforts to convert frequent readers who don't subscribe into subscribers by focusing on improving delivery service would seem to offer considerable promise. Frequent readers most often named delivery problems, the paper's cost, and a preference for single copy buying or for reading pass-along copies as their prime reasons for not getting weekday home delivery. Better delivery service and more flexible pricing options could help overcome these perceived obstacles.

Convincing infrequent readers who don't subscribe (and nonreaders) to become more deeply involved with the daily paper will prove more difficult, given the attitude barriers reflected in these findings. Infrequent readers say they don't want the paper very much or have no time to read. Newspaper nonreaders are an even more difficult target because many say they get enough news from television or radio or don't have the time to read. As these answers show them to have less interest in news, promotional efforts that stress specific, practical, short-term benefits to be gained by reading the newspaper may prove to be more effective.

V. SINGLE COPY BUYING

Single copy sales is growing in importance as an alternate means of supplying newspapers to customers. This section of the report examines Americans' single copy buying habits for both daily and Sunday newspapers.

Availability Of Single Copies

Single copies of daily and Sunday newspapers are widely seen as readily available in stores or on the street. Fully nine-tenths (91%) of American adults reported that convenient places are available for them to buy single copies, while only a few (6%) found convenient outlets not to be available (see Table 21). Residents of small towns and rural areas or readers of papers with under 25,000 circulation were a bit less likely to acknowledge the availability of single copies for purchase. Fewer newspaper nonreaders (83%) were inclined to adjudge single copy sales outlets as convenient, but this might be as much a motivational statement as an evaluation by them of how available newspaper outlets are.

There can be little question that the introduction of USA Today and the increased number of single copy outlets in circulation zones that are harder to service via home delivery has raised their visibility to customers. Already in our earlier (1982) study, 89% of readers affirmed this fact when answering the same question. Thus, inconvenience cannot play a large role in retarding street sales, although (as with poor home delivery service) it can account for a crucial few percentage points in forgone penetration.

Table 21

Availability of Convenient Places to Buy Single Copies by Market Characteristics

	Yes	No	DK/NA
Total Adults	91%	6%	4%
By Region			
Northeast	92%	6%	3%
North Central	92	5	3
South	90	7	3
West	90	4	6
By Metro Area			
Non metro	84%	13%	4%
50,000 - 249,999	94	4	2
250,000 - 999,999	93	4	4
1,000,000+	92	3	4
By Use of Newspapers			
Frequent readers	91%	6%	3%
Infrequent readers	93	4	4
Nonreaders	83	10	7
Single copy buyers	95	3	2
Gets home delivery	90	7	3
By Circulation Size*			
Under 25,000	87%	10%	2%
25,000 - 49,999	92	5	2
50,000 - 99,999	94	2	4
100,000 - 249,999	92	5	3
250,000+	94	3	3

* Based on daily papers read; only newspaper readers are included in the base.

Question: "Are there convenient places where you can buy single copies of a daily newspaper if you want to?"

Patterns Of Single Copy Buying

More than four-tenths (45%) of American adults buy single copies of either a weekday or a Sunday newspaper at one time or another (see Table 22). The proportion ever buying a weekday paper is 25%; for Sunday the proportion rises to 35%. Single copy buying, both daily and Sunday, is more common among younger adults (under age 30), blacks, and singles, but significant proportions of single copy buyers appear in almost every demographic group. Infrequent readers are especially likely (60%) to buy their newspapers on the street. But even one-quarter of nonreaders buy a paper that way for someone else in their household to read.

One-sixth (16%) of all adults buy single copies both weekdays and Sundays, 9% buy them only on weekdays, and an additional one-fifth (19%) buy a newspaper on Sunday only. Young adults (under age 30), singles, working women, and infrequent readers are all more likely to buy the paper only on Sundays. For some in these demographic groups, the Sunday paper may serve as a once-a-week alternative to daily newspaper reading.

The incidence of single copy buying, as expected, is well above average (55%) among readers of the largest (250,000+) daily newspapers. In fact, one-fourth (26%) of these readers buy their paper that way on both weekdays and Sundays, a proportion that is the highest for any demographic group. The substantial proportions of single copy buyers in almost all demographic or geographic segments, however, as evidenced in this and our earlier (1982) study, attest to the strong hold that street sales has achieved on customers in the decade of the 1980s.

Table 22

Single Copy Buying in the Past Week
Among Demographic Groups

	Bought Any SC	Daily+ Sunday	Daily Only	Sunday Only
Total Adults	45%	16%	9%	19%
By Age				
18-24	54%	17%	11%	27%
25-29	58	22	11	25
30-34	47	20	8	19
35-44	51	20	9	21
45-54	40	15	12	14
55-64	34	11	8	15
65+	27	7	6	14
By Sex				
Man	47%	20%	10%	17%
Women	43	12	8	22
By Race				
White	42%	15%	9%	18%
Black	57	21	9	27
By Income				
Under $10,000	46%	18%	11%	17%
$10,000 - $14,999	52	20	7	24
$15,000 - $24,999	51	19	10	22
$25,000 - $39,999	47	16	11	21
$40,000+	43	15	11	17
By Marital Status				
Married	41%	14%	8%	19%
Divorced/widowed/separated	42	17	10	16
Single	56	21	11	24
By Education				
Not High School Graduate	39%	13%	9%	17%
High School Graduate	44	15	10	19
Some College	50	19	9	22
College Graduate	46	18	9	19
By Employment Status				
Employed	48%	18%	10%	19%
Working women	48	15	10	24
Not Employed	40	12	8	19
Retired	30	9	7	14
Homemaker	39	12	8	18

(Continued)

Table 22

Single Copy Buying in the Past Week
Among Demographic Groups
(Continued)

	Bought Any SC	Daily+ Sunday	Daily Only	Sunday Only
Total Adults	45%	16%	9%	19%
By Region				
Northeast	48%	17%	11%	21%
North Central	49	17	9	23
South	43	14	9	20
West	38	17	9	12
By Metro Area				
Non metro	42%	14%	7%	21%
50,000 - 249,999	41	15	10	17
250,000 - 999,999	47	15	12	19
1,000,000+	45	18	8	19
By Use of Newspapers				
Frequent reader	39%	17%	10%	12%
Infrequent reader	60	19	11	30
Nonreader	25	3	3	18
By Household Size				
One	45%	20%	12%	13%
Two	39	14	8	17
Three or more	47	16	9	22
By Circulation Size*				
Under 25,000	37%	9%	12%	16%
25,000 - 49,999	42	17	9	16
50,000 - 99,999	49	18	13	17
100,000 - 249,999	51	18	9	24
250,000+	55	26	11	18

* Based on daily papers read; only newspaper readers are included in the base.

Questions: "On which days do you usually buy a daily paper that way?"

"Does that include Saturday?"

"Do you or some other household member go out and buy the Sunday paper from a store or vending rack or other outlet?"

Weekday Single Copy Buying Frequency

All respondents were asked how often they personally buy single copies of a daily newspaper. Three-fourths (74%) said they "hardly ever" or "never" buy one. One-fifth (21%) of American adults buy a daily paper at least once a week (Monday-through-Friday), a figure that includes 6% who buy one every weekday. If the purchase of single copies on at least three (out of five) weekdays constitutes "habitual" or regular buying, more than two-fifths (42%) of all single copy buyers qualify. (See Table 23)

Table 23

Frequency of Daily Newspaper Buying

	Total
Base: Total Adults*	
Regularly Buy	11%
Every day	6
Almost every day	2
Four times a week	1
Three times a week	2
Occasionally Buy	15
Twice a week	4
Once a week	5
Less than once a week	5
Hardly ever/never	74
	100%

* Those who gave no answer (1%) are excluded.

Question: "About how often do you, personally, go out and buy a copy of any daily paper?"

Among single copy buyers, men, those age 35-to-54, and people with $40,000-plus household incomes have the highest proportions of regular weekday single copy buying. Frequent single copy buying is also much more common among readers of the largest daily papers, residents of the Northeast, and those living in the largest metropolitan areas. By way of contrast, young adults (under age 30), singles, lower-income adults, and members of one-person households -- groups that overlap substantially -- showed the highest rates of occasional single copy buying. (See Table 24)

Nearly one-fourth (24%) of all those who ever buy single copies bought at least three weekday editions and another one-fifth (21%) bought one or two editions during the week. More than one-half buy a daily paper less often than that. Two-fifths (43%) "hardly ever" or "never" buy a weekday copy and the remaining 12% buy one less than once a week. These latter two groups of single copy buyers are Sunday-only newspaper buyers, for the most part.

Across the days of the week, single copy buying is more popular on Wednesdays and Fridays while Tuesdays and Saturdays are the least popular days for buying a daily paper. There were few variations in this overall pattern among demographic groups.

Duplicated Home Delivery and Single Copy Buying

There is some overlap between home delivery and single copy buying on weekdays among American adults. One-fourth (24%) of weekday subscribers

Table 24

Frequency of Weekday Single Copy Buying Among Demographic Groups

	3+ Per Week	1-2 Per Week	Less Often	Hardly Ever/ Never
Total Adults*	11%	10%	5%	74%
By Age				
18-24	5%	13%	9%	71%
25-29	10	16	7	66
30-34	12	10	7	71
35-44	14	9	6	69
45-54	14	9	3	73
55-64	9	7	4	80
65+	7	5	1	85
By Sex				
Men	14%	11%	5%	69%
Women	7	8	5	78
By Income				
Under $10,000	9%	13%	7%	70%
$10,000 - $14,999	10	12	5	71
$15,000 - $24,999	11	12	7	70
$25,000 - $39,999	12	11	5	72
$40,000+	15	6	6	73
By Marital Status				
Married	10%	7%	5%	76%
Divorced/widowed/separated	12	10	5	73
Single	10	16	6	67
By Employment Status				
Employed	12%	10%	6%	70%
Full time	13	10	6	69
Part time	7	10	5	76
Working women	8	10	6	75
Not Employed	8	9	4	79
By Household Size				
One	12%	14%	6%	68%
Two	10	7	5	77
Three or more	10	10	5	73

(Continued)

Table 24

Frequency of Weekday Single Copy Buying Among Demographic Groups (Continued)

	3+ Per Week	1-2 Per Week	Less Often	Hardly Ever/ Never
Total Adults*	11%	10%	5%	74%
By Region				
Northeast	18%	6%	3%	72%
North Central	7	12	7	73
South	7	10	5	75
West	12	9	5	73
By Metro Area				
Non metro	7%	9%	6%	77%
50,000 - 249,999	9	10	5	73
250,000 - 999,999	9	12	6	72
1,000,000+	14	8	4	73
By Use of Newspapers				
Frequent readers	17%	7%	3%	71%
Infrequent readers	6%	17%	8%	69%
Nonreaders	-	2	4	93
Single copy buyers	24%	21%	11%	43%
By Circulation Size**				
Under 25,000	7%	10%	5%	78%
25,000 - 49,999	8	13	5	71
50,000 - 99,999	12	13	7	67
100,000 - 249,999	10	11	5	73
250,000+	23	9	4	62

* Those who didn't answer this question (1%) are excluded from this table.

** Based on daily papers read; only newspaper readers are included in the base.

to a daily newspaper also buy single copies, either daily or Sunday (mainly Sunday). Only a small proportion (4%) of weekday newspaper subscribers buy newspapers both on weekdays and Sundays; more buy papers on Sunday only than on weekdays only (12% vs. 8%). (See Table 25) But in most cases, weekday subscribers who buy Sunday editions are buying either a paper not published in the buyers' own community or a competing local paper. On weekdays, buying extra copies of a paper that one gets home-delivered is less common than is the occasional purchase of a different local (or national) newspaper.

Table 25

Duplicated Weekday Home Delivery
and Single Copy Buying

	Any Single Copy Buying	Get Weekday Home Delivery?	
		Yes	No
Ever Buy Single Copies	45%	24%	64%
Daily and Sunday	16%	4%	27%
Daily only	9	8	11
Sunday only	19	12	26
Weekday Single Copy Buying			
3+ per week	24%	4%	16%
1-2 per week	21	5	14
Less often	11	3	7
Hardly ever/never	43	87	62
Don't know/no answer	1	1	1
	100%	100%	100%

Bringing The Daily Paper Back Home

One finding of special importance to advertisers relates to advertising exposure opportunities. Weekday single copy buyers were asked how often they brought that paper home. The vast majority (81%) of those who buy a daily paper bring it home "almost always" (74%) or "most of the time" (7%), thereby giving themselves and their families the opportunity to read the newspaper, look at its advertising, and to plan shopping trips with its help. (See Table 26) While there are variations in these proportions, a sizable majority of every demographic group "almost always" brings their paper home with them. Thus, the weekday paper bought by the copy offers almost as many opportunities for reader involvement with its editorial and advertising content as the home-delivered copy.[1]

Sunday Single Copy Buying

More than one-third (35%) of American households have a copy of a Sunday paper brought home by some adult buyer. Younger adults (under age 30), blacks, singles, infrequent readers, and readers of larger (100,000+) dailies were all disproportionately more likely to buy their Sunday papers by the copy. (See Table 27) One half (51%) buys one every Sunday, supplying a copy to nearly one-fifth (18%) of all American households. Thus, almost two-thirds (64%) of all households get a Sunday paper regularly, either by home delivery (to 46%) or through street purchases.[2]

---

[1] As noted earlier, almost one-fifth (19%) of adults in homes with subscriptions don't get to read a copy on the average weekday.

[2] Other survey findings on Sunday single copy buying are presented in The Sunday Newspaper and Its Readers (Newspaper Advertising Bureau, 1988).

Table 26

How Often Weekday Single Copies are Brought Home Among Demographic Groups

	Almost Always	Most Of The Time	Some-times	Rarely/ Never
Single Copy Buyers*	74%	7%	6%	8%
By Age				
18-24	78%	5%	4%	7%
25-29	69	9	8	13
30-34	64	8	13	9
35-44	72	8	7	7
45-54	74	10	-	11
55-64	71	6	3	7
65+	94	1	-	-
By Race				
White	75%	7%	5%	9%
Black	64	11	8	6
By Income				
Under $10,000	84%	5%	3%	6%
$10,000 - $14,999	82	7	-	2
$15,000 - $24,999	71	11	9	5
$25,000 - $39,999	62	6	8	11
$40,000+	70	8	4	16
By Education				
Not High School Graduate	85%	6%	2%	3%
High School Graduate	72	6	8	7
Some College	67	13	6	12
College Graduate	75	4	6	11
By Region				
Northeast	75%	6%	5%	10%
North Central	76	4	7	7
South	75	5	6	7
West	66	10	8	11
By Metro Area				
Non metro	77%	8%	4%	5%
50,000 - 249,999	77	1	1	16
250,000 - 999,999	70	6	6	9
1,000,000+	73	10	8	7
By Use of Newspapers				
Frequent reader	71%	8%	6%	11%
Infrequent reader	77	6	5	5

* Those (5%) who gave "don't know/no answer" replies are not shown.

Question: "When you go out and buy a paper that way, how often do you bring it home with you?"

Table 27

Sunday Single Copy Buying Among Demographic Groups

	Buy Sunday Single Copies	Number Bought Monthly: Four	Three	Two	One	DK/NA
Total Adults	35%	51%	8%	17%	19%	5%
By Age						
18-24	43%	41%	16%	17%	23%	3%
25-29	47	46	9	16	24	5
30-34	39	43	14	18	17	9
35-44	42	56	5	15	19	6
45-54	28	51	6	23	15	5
55-64	26	63	4	18	11	3
65+	21	66	3	15	9	6
By Sex						
Men	36%	49%	6%	18%	20%	6%
Women	34	53	10	16	17	4
By Race						
White	33%	51%	9%	16%	20%	3%
Black	48	54	5	20	13	8
By Income						
Under $10,000	35%	41%	9%	22%	21%	7%
$10,000 - $14,999	45	44	12	28	14	3
$15,000 - $24,999	41	47	9	16	24	5
$25,000 - $39,999	36	57	7	15	16	4
$40,000+	32	65	3	8	22	2
By Marital Status						
Married	33%	50%	7%	16%	21%	6%
Divorced/widowed/ separated	33	57	7	22	11	3
Single	45	52	12	15	16	3
By Education						
Not High School Graduate	30%	48%	5%	25%	14%	7%
High School Graduate	34	52	6	15	21	5
Some College	41	50	9	15	21	4
College Graduate	38	53	14	15	15	3
By Employment Status						
Employed	38%	50%	10%	15%	20%	5%
Not Employed	32	54	6	19	16	5
Retired	23	69	2	11	12	5
Homemaker	31	50	7	22	14	8

(Continued)

Table 27

Sunday Single Copy Buying Among Demographic Groups
(Continued)

	Buy Sunday Single Copies	Number Bought Monthly:				
		Four	Three	Two	One	DK/NA
Total Adults	35%	51%	8%	17%	19%	5%
By Region						
Northeast	38%	64%	8%	10%	14%	5%
North Central	40	39	11	22	23	5
South	34	49	8	17	20	6
West	29	58	4	18	15	5
By Metro Area						
Non metro	35%	37%	10%	21%	25%	7%
50,000 - 249,999	32	47	11	21	19	2
250,000 - 999,999	35	54	6	18	18	4
1,000,000+	37	59	8	13	15	5
By Use of Newspapers						
Frequent reader	29%	68%	5%	13%	13%	2%
Infrequent reader	49	45	11	18	20	5
Nonreader	21	13	6	28	33	19
Weekday Home Delivery	16%	56%	6%	16%	21%	2%
By Household Size						
One	33%	51%	13%	17%	16%	2%
Two	31	52	8	17	17	5
Three or more	38	51	8	16	19	6
By Daily Circulation*						
Under 25,000	25%	43%	9%	17%	27%	4%
25,000 - 49,999	33	60	3	18	17	2
50,000 - 99,999	36	53	8	14	22	2
100,000 - 249,999	42	52	11	14	18	5
250,000+	44	63	8	15	9	4

* Based on daily paper read; only newspaper readers are included in the base.

Circulation: An Overview

The survey findings on patterns of newspaper sales highlight a number of long-term trends. First, home delivery continues as the principal mode of distribution, and it is the key to reading regularity. (Equally, those with a more intense interest in the newspaper usually are subscribers.) Changes in distribution made possible by the application of computer-based systems are reflected in the growing use of pay by mail and pay in advance billing. Adults are replacing youth carriers as well.

The growing success of the Sunday paper is reflected in a number of findings. Sunday home delivery, especially in mid-sized and larger markets, is coming to rival that of weekday papers due to Sunday-only (as well as combined) subscriptions. But Sunday single copy buying plays a relatively bigger role: the incidence of street sales on Sundays exceeds single copy sales on the average weekday. The gains in Sunday circulation and readership are powered by the preferences both of regular readers to have the paper delivered and of occasional readers to pick one up at a convenient sales outlet.

Indicators of promotional efforts and impacts in this survey suggest that subscription sales can be boosted by targeted efforts, especially when better delivery service can be used to convert former subscribers who had become dissatisfied. But there remains a core of infrequent readers or nonreaders who have never subscribed, and who thus will require a special marketing strategy that takes explicit account of their relative lack of interest in news or newspapers.

APPENDIX

Respondent Bases

Table of
Respondent Bases*

	Get Daily Home Delivery	Any Single Copy Buying
Total Adults	943	900
By Age		
18-24	51	97
25-29	52	120
30-34	82	121
35-44	174	224
45-54	150	111
55-64	156	104
65+	278	123
By Sex		
Men	383	388
Women	560	512
By Race		
White	827	649
Black	78	184
By Income		
Under $10,000	81	146
$10,000 - $14,999	82	108
$15,000 - $24,999	158	204
$25,000 - $39,999	178	163
$40,000+	228	153
By Marital Status		
Married	645	505
Divorced/widowed/separated	189	205
Single	98	175
By Education		
Not High School Graduate	184	188
High School Graduate	339	333
Some College	192	202
College Graduate	213	165
By Employment Status		
Employed	488	563
Not Employed	449	334
Retired	270	136
Homemaker	119	106

(Continued)

Table of
Respondent Bases*
(Continued)

	Get Daily Home Delivery	Any Single Copy Buying
Total Adults	943	900
By Region		
Northeast	243	227
North Central	220	231
South	309	317
West	171	125
By Metro Area		
Non metro	193	219
50,000 - 249,999	148	105
250,000 - 999,999	250	206
1,000,000+	352	370
By Use of Newspaper*		
Frequent reader	747	384
Infrequent reader	167	444
Nonreader	29	72
Single copy buyer	216	900
By Household Size		
One	156	164
Two	341	248
Three or more	446	488
Child in Home	336	425
By Circulation Size**		
Under 25,000	191	101
25,000 - 49,999	195	134
50,000 - 99,999	114	94
100,000 - 249,999	222	222
250,000+	179	234

* Numbers are of actual survey respondents; all percentages in the report are based on weighted numbers of respondents.

**Based on daily paper read.

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News and Newspaper Reading Habits

Results From A National Survey

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

NEWS AND NEWSPAPER READING HABITS

Results From A National Survey

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1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The field work for the survey, data processing, and tabulations were executed by the Response Analysis Corporation of Princeton, NJ. Interviewing was balanced across days of the week, Tuesdays-Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use. A separate technical report, prepared by Response Analysis, with details on sampling, field work, and weighting procedures as well as copies of the questionnaires used in the study, is also available.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This report was prepared by Dorothy Shea in collaboration with Albert E. Gollin. The assistance of May Florez is gratefully acknowledged.

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HIGHLIGHTS

1. This report focuses on three groups: frequent newspaper readers (49% of all adults), infrequent newspaper readers (36%) and newspaper nonreaders (15%). These three groups have substantially different demographic profiles. Compared to the adult population, for example, frequent newspaper readers tend to be older, better educated, and are more likely to be married, have a high income, and own a home.

2. Seven in ten U.S. households contain at least one adult newspaper reader on an average weekday. Three in ten households with children contain any child reader of a daily newspaper.

3. Half of all American households get home delivery of at least one daily newspaper; subscription rates are closely linked to reading regularity. One-quarter of all adults buys a single copy of a newspaper at least occasionally, and one in five does so regularly.

4. Four in ten newspaper readers claim to have read or looked at a paid weekly newspaper in the past seven days; frequent daily newspaper readers were more likely than infrequent daily readers to have done so. Fifty-five percent of those with access to free weekly papers (through home delivery or store availability) said they'd read one in the same seven day period.

5. Thirteen percent of all households speak some language other than English, most often Spanish. One-fifth of foreign-language using households gets a newspaper in that language on a regular basis.

6. Not surprisingly, nearly six in ten Americans said they don't have enough time to do everything they want to do. Infrequent newspaper readers were more likely than frequent newspaper readers or newspaper nonreaders to feel that way. But the most active adults were also the best newspaper readers.

7. Four-fifths read a single newspaper on the days that they read, and spent an average of 38 minutes with it. The average for those reading two or more papers is 71 minutes. Reading time is related to various demographic characteristics and attributes of newspapers.

8. Newspaper reading takes place around the clock, often at more than one sitting. Six in ten newspaper readers reported looking at a daily newspaper in the morning before lunch, while one-third each reported afternoon and evening reading. Almost all read that day's paper.

9. The vast majority of newspaper readers say they mainly read the paper at home, though one in six read at work and a few mentioned other locations.

10. Frequent newspaper readers are likely to be front-to-back readers; that is, they read or skim almost every page of the paper. Infrequent readers tend to be more selective. Reading style (front-to-back vs. selective reading) is also influenced by the size of the newspaper: as circulation size increases, selective reading also increases.

11. Four-fifths say their local daily carries an index or summary of news and features. Of those, two-thirds use that index/summary at least occasionally. Index use tends to increase with education, and is higher among the oldest (age 65+) and youngest (age 18-24) readers.

12. Almost all readers make an attempt to finish a story that jumps from the front page to some other location, usually by turning immediately to the other page (76%). Some (17%) prefer to finish reading the story when they come to it in the paper. Few fail to finish reading such stories.

13. Of thirty content categories rated, news stories about the local community, international affairs, and local politics and government, as well as news briefs/summaries enjoy the widest readership and greatest intensity of appeal. Highly rated features and advertising include advice columns, comic strips or funnies, and supermarket ads. Substantial differences in content preferences were noted across sex, age and readership categories (frequent vs. infrequent readers).

14. Two-thirds of all adults recalled something of particular interest to them in the news "yesterday or today." While no one story or topic area was mentioned by the majority, specific stories mentioned with some frequency include: the Bork nomination (11%), Jessica McClure (7%), the Persian Gulf (7%), stock market gyrations (5%), baseball's World Series (4%), and the NFL football players strike (3%). Television was most often named as the "one main source" of information about news stories (57%), followed by newspapers (25%), radio (12%), and word-of-mouth (2%).

15. As a general source of information on "big" news stories, television was preferred by 44%, newspapers by 24%. One-quarter found both TV and newspapers equally valuable, and 6% said they couldn't choose. Not surprisingly, preference for newspaper coverage was greater among frequent newspaper readers.

16. Seven in eight adults watch television on the average day, 78% of whom see some TV news. College graduates and frequent newspaper readers are more likely than others to see TV news. Nearly eight in ten of those who see TV news watch network/cable news, vs. four in ten who see local news. Only about half of all TV news viewing is clearly intentional, however, probably due to the frequency of "news breaks" as well as passive watching of TV.

17. Half of all adults watch TV news during the evening hours, compared to about one-quarter watching in the morning or in the afternoon. By their own estimates, the average amount of time spent watching TV news is 58 minutes.

18. Two-thirds of all adults listen to the radio on an average day; 45% hear radio news. Radio news listening generally increases with education and income, but decreases with age. Half of those hearing radio news do so while in an automobile, compared to half hearing it at home.

19. Half of all newspaper readers read one or more of the three major newsweeklies (Time, Newsweek, U.S. News & World Report) at least occasionally, though subscription rates are substantially lower. Reading of newsweeklies increases significantly with education and income. In addition to newsweekly reading, two-thirds say they regularly read or look at one or more other magazines, and one-third say they are currently reading a book.

20. Voting in the 1984 presidential election and current registration status are both closely related to age, socioeconomic status, and newspaper reading. Those with loyal reading habits are disproportionately influential in affecting election outcomes.

21. Measures of group membership and office holding both show differences linked with age, socioeconomic status, and newspaper readership. Loyal newspaper readers account for a disproportionate share of community opinion leaders and activists.

I. PATTERNS OF EXPOSURE TO NEWSPAPERS

Who Reads a Daily Newspaper?

Three groups are central to our analysis throughout this report: frequent newspaper readers, infrequent readers, and newspaper nonreaders. Frequent readers reported reading or looking at a daily newspaper on four or all five of the past five weekdays (Monday-Friday). Infrequent readers read or looked at a daily paper on up to three of the past five weekdays, or (if they read none) reported that they read a daily or Sunday paper at least once in a while. Newspaper nonreaders claimed (in answers to a series of questions) that they never read a daily or Sunday newspaper. The proportions of frequent and infrequent readers and of nonreaders in this survey were 49%, 36%, and 15% respectively, reflecting a continuing shift among the reading public toward more occasional reading of a daily newspaper.

Each of these three groups has a distinctive demographic profile. Frequent readers tend to be older: 74% of them are age 35 or older, compared to 47% of infrequent readers and 61% of nonreaders. Nonreaders resemble adults in general in their age distribution. Similarly, frequent readers typically have higher incomes than other adults (58% earn at least $25,000, compared to 39% of infrequent readers and 30% of nonreaders). And they are generally better educated than others as well. One-quarter of all frequent readers (24%) have college degrees, compared to 15% of the infrequent readers and just 8% of nonreaders. (See Table 1)

Frequent readers are also more likely than others to be married, to own their own homes, and to be longer-term residents. Women are less likely than men to be frequent readers; they also constitute a majority of both infrequent readers (58%) and nonreaders (55%). Nonreaders are more likely than others to be located in less populated non-metro (or rural) communities and in the southern states.

Household Readership

Nearly seven in ten households (68%) have at least one adult newspaper reader on the average day. This proportion varies substantially, of course, when household readership is compared for different groups. While virtually all (98%) households surveyed that contained a frequent reader have one or more adult readers on an average day, only about half (46%) of infrequent reader households and fewer than one-quarter (23%) of nonreader households do. (See Table 2) But the fact that newspapers are read by others in nonreader households is a reminder that the daily newspaper still enters and exerts an influence in homes characterized by the lowest average levels of readership.

In households with children below the age of 18, three in ten (31%) reported child readers of the daily newspaper on the average day.

Table 1

Newspaper Readership: Frequent, Infrequent and Nonreaders

	Total	Frequent[1] Readers	Infrequent[2] Readers	Non-Readers
Total Adults (100% = N)	(2,049)	(987)	(730)	(332)
By Age				
18-24	14%	8%	22%	12%
25-29	13	9	17	17
30-34	11	9	14	10
35-44	20	21	20	18
45-54	14	16	10	13
55-64	12	15	9	11
65+	16	22	8	19
By Education				
Not High School Graduate	23%	18%	23%	40%
High School Graduate	37	36	38	38
Some College	22	22	24	14
College Graduate	18	24	15	8
By Income				
Less than $10,000	17%	10%	19%	35%
$10,000-14,999	13	11	15	13
$15,000-24,999	23	21	27	22
$25,000-39,999	23	27	20	16
$40,000+	24	31	19	14
By Sex				
Male	47%	52%	42%	45%
Female	53	48	58	55
By Race				
White	80%	88%	75%	69%
Black	11	7	16	11
Other	9	5	9	20
By Home Ownership				
Own	70%	79%	62%	65%
Rent	30	21	38	35
By Marital Status				
Married	64%	69%	59%	61%
Divorced/Separated/Widowed	16	15	15	21
Single	20	16	26	17

Table 1 (Continued)

Newspaper Readership: Frequent, Infrequent and Nonreaders

	Total	Frequent[1] Readers	Infrequent[2] Readers	Non-Readers
Total Adults (100% = N)	(2,049)	(987)	(730)	(332)
By Years at Location				
Five or more	56%	65%	46%	49%
Four or less	44	35	54	51
By Metro Area				
Non-Metro	24%	19%	27%	33%
50,000-249,999	14	17	11	9
250,000-999,999	24	27	23	19
1,000,000 and over	38	37	39	39
By Region				
Northeast	22%	23%	20%	20%
North Central	25	23	28	22
South	34	34	33	40
West	19	20	19	18

[1] Read four or all five days in preceding five weekdays (Monday-Friday).

[2] Read three or fewer days (including none) in past week, but reads a daily or a Sunday newspaper once in a while.

Questions: "Other than yesterday, which you've already told me about, I'd like you to tell me whether you, yourself, have read or looked at any newspapers within the past seven days."

(IF NO) "Even though you haven't read a daily newspaper in the past 7 days, do you get to read or look at a daily or Sunday newspaper at least once in a while?

Children's readership levels in frequent, infrequent and nonreader households are 47%, 16% and 19% respectively. The total overall readership of daily newspapers by youngsters is higher than that: six in ten adults (59%) said that their child(ren) read or look at the daily newspaper at least once in a while. Three-fourths (77%) of frequent readers made this claim, compared to half (50%) of the infrequent readers and 29% of the newspaper nonreaders with children at home. These results are strongly affected by both the age and reading skills of the child(ren) and their parents' own use of daily newspapers.

Table 2

Household Readership Patterns on an Average Day

Average Day	Total Adults	Frequent Newspaper Readers	Infrequent Newspaper Readers	Newspaper Nonreaders
Households with 1+ Adult Readers	68%	98%	46%	23%
Any Adult Reader	69	98	47	26
Any Child Reader*	31	47	16	19

*Based on homes with child(ren) under age 18.

How the Daily Newspaper is Obtained

Half (49%) of all American households currently have at least one daily newspaper delivered to them, and subscribing is closely linked to reading regularity. The proportions of frequent, infrequent and nonreader households that get home delivery are 77%, 26% and 12% respectively.

Thus, as would be expected, the demographic patterns for home delivery mirror those observed for newspaper readership. That is, those with home delivery are more likely to be older (66% for those age 65+, vs. 34% for those age 18-24), well educated (62% for college graduates, vs. 37% for those without a high school degree), and to have above average incomes (68% for those earning $40,000+, vs. 21% for those earning under $10,000).

Subscribing is relatively more common among whites than blacks and among the married: 55% vs. 38% for singles or the previously married. Correlatively, home delivery is less common in single-person households (37%) and more common in households with two (55%) or three or more (47%) persons. Within the "not employed" category of adults there is a large difference between retired persons (64%) and homemakers (44%) in getting home delivery. This difference is based, it can be inferred, on the greater average age of those in the former group, and the greater amount of time available for them to read a daily paper. (See Table 3)

Geographic variables are also important in home delivery. Home delivery is most prevalent (55%) in the Northeast and least prevalent (44%) in the North Central region of the United States. Levels of home delivery are highest in large towns and mid-size cities, and lower in cities with over 1,000,000 population (45%) as well as in rural communities (39%).

The daily newspaper is also increasingly bought by the single copy -- from a newsstand, store or vending machine. One-quarter (25%) of all

Table 3

The Daily Newspaper: Home Delivery and Single Copy Buying

	Has Home Delivery	Sometimes Buys Single Copy
All Adults	49%	25%
By Age		
18-24	34%	28%
25-29	27	33
30-34	42	28
35-44	46	29
45-54	58	26
55-64	63	19
65+	66	14
By Education		
Not High School Graduate	37%	22%
High School Graduate	48	24
Some College	50	28
College Graduate	62	27
By Income		
Less than $10,000	21%	29%
$10,000-14,999	36	28
$15,000-24,999	44	29
$25,000-39,999	52	27
$40,000+	68	26
By Sex		
Male	48%	29%
Female	49	21
By Race		
White	54%	24%
Black	27	31
By Marital Status		
Married	55%	23%
Divorced/Separated/Widowed	39	26
Single	38	32
By Metro Area		
Non-Metro	39%	21%
50,000-249,999	62	25
250,000-999,999	56	27
1,000,000 and over	45	26

Table 3 (Continued)

The Daily Newspaper: Home Delivery and Single Copy Buying

	Has Home Delivery	Sometimes Buys Single Copy
All Adults	49%	25%
By Region		
Northeast	55%	27%
North Central	44	27
South	46	23
West	51	26
By Newspaper Readership		
Frequent Daily Reader	77%	27%
Infrequent Daily Reader	26	29
Newspaper Nonreader	12	6
By Employment		
Total Employed	47%	29%
Full time	46	30
Part time	52	22
Working Women	50	25
Total Not Employed	51%	20%
Retired	64	16
Homemaker	44	21
By Household Size		
One	37%	31%
Two	55	22
Three or more	47	26

Question: "Do you or your family get home delivery of a daily newspaper?"

"About how often do you, personally, go out and buy a copy of any daily paper?"

adults buys one at least occasionally, and one in five (20%) buys single copies at least once a week. As Table 3 shows, the demographics of single copy purchasers are less differentiated than are those of subscribing adults. Those relatively more likely to purchase single copies include adults under 35 years of age, singles, men, blacks, and full-time employed persons.

Readership of Weekly Newspapers

Newspaper readers (frequent and infrequent) were asked a series of questions about their exposure to weekly newspapers. First they were asked whether or not they had looked at a locally published paid weekly newspaper in the last seven days. Second, those readers with access to free weeklies (including pennysavers and shoppers, but excluding circulars or flyers with ads from only one store), either through home delivery or availability in local stores, were asked whether they had read one in the past seven days.

Four in ten (39%) of daily newspaper readers claimed to have read or looked at a paid weekly newspaper in the past week, and more than half (55%) with access to one said they read or looked at a free weekly paper in that time period. (See Table 4) But among newspaper readers overall, the proportion of readers of a free weekly drops to 45%.

The people most likely to read either a paid or a free weekly differ somewhat in their demographics. Frequent daily newspaper readers are more

Table 4

Readership of Paid and Free Weekly Newspapers and Availability of Free Weeklies

	Read Past Seven Days		
	Paid Weekly Newspaper	Free Weekly Newspaper[2]	Availability of Free Weekly Newspaper[3]
Newspaper Readers[1]	39%	55%	82%
By Age			
18-24	30%	51%	81%
25-29	40	60	77
30-34	43	48	79
35-44	34	60	82
45-54	47	54	87
55-64	47	65	82
65+	38	47	82
By Education			
Not High School Graduate	43%	54%	81%
High School Graduate	44	58	80
Some College	34	58	83
College Graduate	34	48	84
By Income			
Less than $10,000	33%	65%	77%
$10,000-14,999	50	58	80
$15,000-24,999	45	53	86
$25,000-39,999	36	52	80
$40,000+	36	53	85
By Sex			
Male	43%	50%	82%
Female	36	59	81
By Race			
White	41%	56%	83%
Black	33	50	74
By Marital Status			
Married	39%	57%	83%
Divorced/Separated/Widowed	46	56	85
Single	37	51	76
By Metro Area			
Non-Metro	50%	67%	74%
50,000-249,999	45	59	92
250,000-999,999	39	50	79
1,000,000 and over	32	51	84

Table 4 (Continued)

Readership of Paid and Free Weekly Newspapers and Availability of Free Weeklies

	Read Past Seven Days		Availability of Free Weekly Newspaper[3]
	Paid Weekly Newspaper	Free Weekly Newspaper[2]	
Newspaper Readers[1]	39%	55%	82%
By Region			
Northeast	33%	55%	75%
North Central	43	64	82
South	38	50	84
West	44	53	84
By Newspaper Readership			
Frequent Readers	43%	55%	86%
Infrequent Readers	34	55	75
By Employment			
Employed	39%	54%	82%
Not Employed	40	57	80

[1] Version B respondents.

[2] Readership based only on those with access to such papers.

[3] Available via home delivery or in stores.

Questions: "Are there any paid weekly newspapers published locally that you have read or looked at in the past seven days?"

"And how about papers that are delivered to you free of charge, such as free weeklies, penny savers, or shoppers? Are any of these delivered to your home/apartment house?"

"Are there any other free papers you can pick up in stores or elsewhere in your area?"

(IF "YES") "Have you, yourself, read or looked at any of these free papers in the past seven days?"

likely than infrequent readers to report reading a paid weekly paper (43% vs. 34%), but readership of accessible free weeklies by the two groups (55%) is identical. A few differences also exist in readership based on education and income. While readership of paid weeklies is ten percentage points less for people with some college, free weeklies show a drop in reading only among college graduates. Paid weeklies enjoy their highest readership among those earning $10-$25,000, while free papers do best among those earning less than $15,000. Men are more likely than women to read a paid weekly (43% vs. 36%), but that situation is reversed for readership of accessible free papers (59% for women vs. 50% for men). Both types of publications are read by whites more frequently than by blacks.

Readership of both paid and free weeklies declines as community size increases, reflecting to some degree differences in their availability. While 50% of those in non-metro areas reported reading a paid weekly, only 32% of those in the biggest cities did so. The pattern is similar for free weeklies, though they reach their lowest readership levels (50%) among residents with access to one in middle size and big cities. Regionally, paid weeklies are more frequently read in the North Central and Western parts of the country (43% and 44%, respectively), while the stronghold of free paper readership is the North Central ("Midwest") area.

Six in ten (62%) newspaper readers said that free weeklies are delivered "regularly" to their homes. Much the same proportion (60%) indicated that free weeklies were available in local stores or elsewhere.

Infrequent readers were less likely to have a free weekly paper available to them. Overall, 82% of all newspaper readers had access to free weeklies, via home delivery or in public places. Hence, the readership of free weeklies lags far behind their acknowledged availability, and the daily newspaper continues to exceed the reach of both paid and free weekly papers.

Foreign Language Newspapers

While English is the sole language spoken in the vast majority of American households, one adult in eight (13%) lives in a home where some other language is used.[1] In such homes, Spanish is by far the most frequently cited language. A few said French (9%), German (5%) or Italian (4%) was spoken at home. No other language was mentioned by more than three percent of people living in multilingual households.

Among those living in foreign language-using households, only one in five gets a newspaper in that language at least once a week. (See Table 5) Thus, at most between 2-3% of all homes receive a paper published in a foreign language. While there may be a substitution effect -- reading a foreign-language paper instead of the daily paper -- in general it cannot be large in scale: differences in getting a foreign language paper among frequent, infrequent, and nonreaders who use another language regularly are negligible.

---

[1] Questions: "Is some other language besides English used in your home, by you and others living here? (IF YES) What language is that? Does any newspaper in that language come into the home on a regular basis, say at least once a week?

Table 5

Foreign Languages in the Home: Use and Presence of Newspapers

	Foreign Language Spoken	Spanish Spoken	Gets Foreign Language Newspaper [1]
Total Adults	13%	7%	20%
By Age			
18-24	8%	8%	12%
25-29	16	9	27
30-34	13	6	15
35-44	17	9	23
45-54	13	10	17
55-64	14	4	28
65+	9	3	11
By Education			
Not High School Graduate	21%	15%	22%
High School Graduate	11	6	19
Some College	8	4	7
College Graduate	13	3	21
By Sex			
Male	14%	8%	25%
Female	12	6%	16
By Household Size			
One	8%	5%	2%
Two	8	3	13
Three+	16	9	24
By Metro Size			
Non-metro	4%	2%	4%
50,000-249,999	11	3	11
250,000-999,999	12	7	11
1,000,000+	19	11	28
By Region			
Northeast	17%	7%	24%
North Central	9	5	9
South	9	4	14
West	21	15	29
By Use of Newspapers			
Frequent Readers	10%	4%	20%
Infrequent Readers	13	7	23
Nonreaders	23	17	17

[1] Based only on those speaking a foreign language in the home (N=247).

II. INVOLVEMENT WITH THE NEWSPAPER

The daily newspaper offers many potential benefits, some that are key elements for most readers and some that are important only to small groups of readers. This study measured the importance of a range of reader benefits in a number of ways.[1] In this report, the focus of analysis is upon a set of measures that help define how the daily newspaper fits into readers' daily lives. Included under this broad heading are the amount of time that readers spend with their daily newspaper, when and where they read it, and their reading styles.

Time for Activities: No Time to Read?

The pace of daily life has stepped up significantly for most Americans. Do time pressures lead people to reduce their use of newspapers? The first question asked in this study dealt directly with the sense of being caught in a time bind: "Some people feel that on most days they never have enough time to do all the things they want to do, some people feel that they have too much time on their hands, and others find that time is not a problem. Which of these comes closest to how you usually feel?"

---

[1] Other results from this survey that deal with dimensions of reader involvement are presented in How Readers Rate Their Newspapers (Newspaper Advertising Bureau, 1988), and The Sunday Newspaper and Its Readers (Newspaper Advertising Bureau, 1988).

Not surprisingly, a majority (58%) finds time to be a scarce resource, but fully one-third (33%) indicated that time isn't a problem for them. Very few (4%) felt they have too much time. Infrequent newspaper readers are somewhat more likely than either frequent readers or nonreaders to say they don't have enough time to do what they want to do. The nonreaders, significantly, are the ones least likely to acknowledge feeling pressured. (See Table 6)

Table 6

Perceived Time for Activities by Readership Groups

	Total Adults	Frequent Readers	Infrequent Readers	Non-Readers
Not enough time	58%	56%	63%	52%
Time is not a problem	33	35	28	37
Too much time	4	5	4	5
Don't know/no answer	5	4	5	6
	100%	100%	100%	100%

These differences are further reflected in their regular participation in certain types of leisure time activities. ("Regular participation" is defined as at least once a month.) As Table 7 shows, infrequent readers are less likely to say they exercise, participate in active sports, spend time on a hobby, or attend a meeting of some kind. (When asked, one-third or fewer said they'd like to be doing any of these things more, or more often, but there were no differences in the proportion in each readership group who said that they didn't have the time to do so.)

Frequent and infrequent readers were equally likely to attend a sporting event; infrequent readers were slightly more likely to report regular trips to the movies. But newspaper nonreaders were the least likely to be participants in any of these activities, which suggests that while time pressures caused by competing interests or activities may affect the regularity of newspaper reading (frequent or occasional), they cannot be a major cause of nonreading. Those who are the most involved in various leisure time activities are also the ones who are most involved with the daily newspaper. The least active people are also the poorest newspaper readers.

Table 7

Leisure Time Activities by Readership Groups

Activities	Total Adults	Frequent Readers	Infrequent Readers	Non-Readers
Spend time working on a hobby	46%	52%	43%	35%
Exercise/jog/bowl/ other active sports	43	49	41	30
Attend a meeting of some kind	34	39	31	26
Go to a movie	27	26	30	25
Go out to attend a sporting event	23	25	24	17

Question: "Here is a list of things people do in their spare time. Which of them, if any, do you do fairly often, at least once a month?"

Newspaper Reading Habits: Number, When & Where Read

Four-fifths (81%) of all daily newspaper readers read only one paper on days when they read a newspaper. As would be expected, the likelihood of reading more than one paper is strongly related to education level, as well as to income. Those highest in socioeconomic status are more than twice as likely to be reading several dailies as are those in the lowest groups. Men and those in the 45-54 year age group are also more likely than others to report reading two or more daily papers. (See Table 8)

Newspaper readers spend an estimated 45 minutes with their newspaper over the course of the average day. Reading time rises sharply among readers of two or more dailies. Those reading only one newspaper averaged 38 minutes, while those reading two or more spent an average of 71 minutes. Frequent readers devoted significantly more time to reading than infrequent readers, regardless of the number of papers they read.

The average time spent reading daily newspapers found in this 1987 study (45 minutes) is essentially unchanged from the time spent with daily newspapers in 1982, when it was reported as 44 minutes.[1] Hence, reading is becoming more selective: the same amount of time is being given to newspapers that are growing in size.

---

[1] See Newspapers in American News Habits, (Newspaper Advertising Bureau, 1982, pp. 47-48).

Table 8

Number of Papers Read and Average Time Spent Reading the Newspaper (In Minutes)

	No. Papers Read*		Time Spent Reading A Daily		
	One	Two+	Avg. Total	Read One	Read Two+
Total Readers	81%	19%	45 min.	38 min.	71 min.
By Age					
18-24	81%	19%	32	30	41
25-29	90	10	34	33	42
30-34	84	16	41	34	69
35-44	82	18	37	31	65
45-54	72	28	47	42	86
55-64	82	18	60	50	93
65+	78	22	60	50	93
By Education					
Not High School Graduate	88%	12%	50	43	99
High School Graduate	80	20	48	40	78
Some College	85	15	38	34	59
College Graduate	71	29	44	36	62
By Income					
Less than $10,000	87%	13%	46	40	83
$10,000-14,999	84	16	65	52	**
$15,000-24,999	80	20	47	34	94
$25,000-39,999	83	17	40	37	55
$40,000+	72	28	40	34	56
By Sex					
Male	75%	25%	50	41	76
Female	86	14	40	36	62
By Race					
White	80%	20%	44	38	71
Black	87	13	42	37	73
By Employment Status					
Employed	79%	21%	39	35	57
Not Employed	82	18	53	44	95

Table 8 (Continued)

Number of Papers Read and Average Time Spent Reading the Newspaper (In Minutes)

	No. Papers Read*		Time Spent Reading A Daily		
	One	Two+	Avg. Total	Read One	Read Two+
Total Readers	81%	19%	45 min.	38 min.	71 min.
By Metro Size					
Non-metro	82%	18%	40	35	61
50,000-249,999	84	16	37	32	66
250,000-999,999	81	19	48	37	92
1,000,000+	78	22	49	44	64
By Region					
Northeast	73%	27%	49	38	76
North Central	81	19	41	35	69
South	81	19	45	38	72
West	87	13	45	42	61
By Circulation Size					
Under 25,000	81	19%	35	31	51
25,000-49,999	86	14	41	35	74
50,000-99,999	83	17	42	36	70
100,000-249,999	80	20	51	42	88
250,000+	75	25	52	46	68
By Use of Newspapers					
Frequent Readers	78%	22%	47	40	72
Infrequent Readers	93	7	29	28	51

*Based on yesterday readers of a daily newspaper.
**Too few cases for stable averages.

Question: "All in all, counting every time you picked up a daily newspaper yesterday to read something, about how much time did you spend reading or looking through it/them?"

Average reading time also varies significantly with age, education, sex, and employment status. Generally, reading time increases with age, whether only one or more than one paper is read. Men and those not employed spend more time reading the daily newspaper. As education increases, however, reading time decreases (particularly when more than one paper is read), which suggests that reading skills are an important determinant of the time spent with the newspaper. This is one reason why it is difficult to accept more (or less) time spent reading as a valid indicator of either more (or less) interest or involvement with the paper.

The estimated time spent reading varies by the day of the week (Monday to Friday), especially when more than one newspaper is read. (See Table 9) Readership tends to be higher on Thursdays and Fridays, perhaps due to the availability of special sections published on these days, e.g., the Friday weekend section. Weekday reading time varies much less among those reading only one newspaper.

Newspaper reading takes place around the clock, and often at more than one sitting. Six in ten (59%) newspaper readers read or looked at a daily paper in the morning before lunch, and about one-third (34%) read in the afternoon after lunch, or in the evening (33%) after the evening meal. Reading in the morning for a minority (6%) was not devoted to that day's newspaper, but typically more time is spent reading in that day part than in the two succeeding time periods, primarily because it is then that multiple-newspaper readers are most involved with the daily paper. (See Table 10)

Table 9

Variations in Average Reading Time by Day of Week

	Total (Read Any Paper)	Read One Newspaper	Read Two-plus Newspapers
Total	45 min.	38 min.	71 min.
Monday	41	37	61
Tuesday	44	40	73
Wednesday	44	40	56
Thursday	50	41	74
Friday	45	35	73

Table 10

Aspects of Daily Newspaper Reading in Each Day Part[1]

	Morning	Afternoon	Evening
Read in Day Part	59%	34%	33%
Read One Daily	50	31	30
Read Two+ Dailies	9	3	3
Read Paper Published that Day	94%	99%	96%
Average Reading Time (Minutes)	37	29	32

[1] Base: Read a daily newspaper yesterday.

The vast majority (85%) mainly read the daily paper at home. Frequent readers are somewhat more likely than infrequent readers to be at-home readers (88% vs. 80%). However, one in six adults (15%) indicated that they mainly read at their workplace, and a few mentioned some other location. (See Table 11) Although multiple answers were accepted, few reported reading the daily newspaper at more than one location.

Table 11

Where Newspaper is Usually Read

	All Adults	Frequent Readers	Infrequent Readers
At home	85%	88%	80%
At work	15	16	14
While commuting	2	2	1
Other location	3	2	6

Totals exceed 100% due to multiple response

Question: "Where do you mainly read the daily paper -- at home, traveling to or from work, at your office or place of work, or someplace else?"

How People Read the Daily Newspaper

Frequent and infrequent readers also differ significantly in how they read their newspapers. Frequent readers are essentially front-to-back readers: over half (55%) methodically "start with the front page of the main news section and go right through, scanning almost every page," and one in five (21%) said they scan front to back after they "turn first to some other section or feature". By contrast, fewer than half (47%) of the infrequent readers employ a front-to-back reading style. They're also more likely to be selective readers, one-third (34%) saying they only read parts of the paper that interest them and "pay no attention to the rest". (See Table 12)

Table 12

Reading the Daily Newspaper: Personal Styles

	Total Readers	Frequent Readers	Infrequent Readers
I start with the front page of the main news section and go right through, scanning almost every page	46%	55%	33%
I turn first to some other section or feature, then go back through the rest of the paper, scanning most pages	19	21	14
I read some sections or features and skim the rest of the pages in the paper	14	12	18
I only read the parts of the paper that interest me and pay no attention to the rest	21	12	34
	100%	100%	100%

Question (Version B): "People read their newspaper in different ways. Which of these best describes the way you usually look at a daily paper?

Reading style is related both to demographic characteristics and to the size of the newspaper usually read. Demographically, older people (age 55+), retirees, and those who are no longer married are much more likely to be front-to-back readers, while young readers (age 18-24), singles, and part-time workers are less likely. Men and women differ somewhat in their typical reading styles. (See Table 13)

Reading styles also differ by the size of the paper being read. As circulation size increases, the proportions who read selectively also increase. The larger newspapers, with more sections and specialized information than the smaller circulation dailies, encourage more selective reading.[1]

More than half (55%) "usually" read the newspaper in a single sitting, but 37% "usually pick it up several times". (The rest have no habitual style or didn't answer.) Retirees are somewhat more likely to report reading the paper more than once; homemakers are more likely than others not to have a fixed pattern. Women, infrequent readers, readers of a.m. papers, and the youngest readers are all more likely to read the paper at a single sitting. These descriptions of typical reading patterns are generally comparable to data showing how many times readers of yesterday's daily newspaper reported they picked it up and read it. (See Table 14)

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[1] For results from this survey on variations in page opening by daily newspaper readers see How Consumers Read and Use Newspaper Advertising (Newspaper Advertising Bureau, 1988), pp. 9-10.

Table 13

Newspaper Reading Style by Demographic Groups

	Front Page/Go Right Through	Others Page First/Scan Most Pages	Read Some Sct/ Features/ Skim Rest	Read Selected Items Only
All Newspaper Readers*	46%	19%	14%	21%
By Age				
18-24	19%	20%	21%	39%
25-29	46	13	21	18
30-34	44	17	15	20
35-44	40	20	13	21
45-54	49	20	13	15
55-64	59	19	7	12
65+	60	16	8	14
By Sex				
Men	45%	22%	11%	20%
Women	45	14	17	20
By Marital Status				
Married	47%	18%	13%	18%
Divorced/Separated/Widowed	57	17	9	16
Single	30	17	21	29
By Employment				
Full Time	44%	21%	13%	19%
Part Time	33	17	21	24
Retired	61	17	8	13
Homemakers	49	9	16	20
By Circulation Size				
Under 25,000	52%	16%	13%	15%
25,000-49,999	54	10	16	18
50,000-99,999	49	23	11	17
100,000-249,999	43	16	15	24
250,000 or more	35	26	14	24

*"Don't know" answers are not shown.

Question: "People read their newspaper in different ways. Which of these best describes the way you usually look at a daily paper?"

Table 14

Daily Newspaper Reading Patterns: Usual and Across Day Parts Yesterday

	Read at One Sitting	Pick it up Several Times	Read Two or More Times**
All Newspaper Readers*	55%	37%	27%
By Age			
18-24	64%	32	23%
25-29	53	36	27
30-34	59	31	27
35-44	49	41	30
45-54	58	37	24
55-64	52	39	26
65+	50	41	28
By Sex			
Male	52%	41%	33%
Female	57	33	21
By Employment			
Total Employed	57%	36%	27%
Total Not Employed	51	39	28
Retired	49	45	30
Homemaker	52	33	24
By Use of Newspapers			
Frequent Readers	54%	41%	30%
Infrequent Readers	59	33	11
AM Home Delivery	55	40	29
PM Home Delivery	62	30	28

*Those with "no fixed pattern" (about 5%), or who did not answer (3%) are not shown.

**Based only on yesterday readers: 73% read a paper only once. The number of times readers picked up and read a daily newspaper yesterday is a sum across three day parts.

Question: "Do you usually read the daily newspaper at one sitting, or do you pick it up more than once during the course of the day?"

Four-fifths (80%) said their local daily paper carries an index or summary of news and features. Of those, two-thirds say they use that summary or index either regularly (28%) or occasionally (39%). Use, especially occasional use, tends to increase with education. (Time spent reading decreases with education.) Index usage also varies with age: the youngest (18-24) and oldest (65+) age groups show substantially greater use than others. Young readers, who spend less time reading the newspaper than those in other age groups and who tend to be selective readers, may use the index or summary to locate those few items they care to read. Older readers, on the other hand (who spend more time and tend to read front-to-back), read the index or summary along with everything else, as part of a more methodical reading process. (See Table 15)

What do people do when they confront a story that begins on the front page and continues on an inside page or in another section? Almost all make an attempt to finish the story: three-fourths (76%) usually turn immediately to the page on which the story continues in order to finish it (see Table 15), while 17% prefer to read it when they come to it while going through the paper. Very few (5%) make a practice of not reading the rest of the jumped story or aren't sure how they usually handle these situations (2%). Of course, the reading pattern for a particular story depends mainly on the topic, how compellingly it is written, and whether or not it is part of a category that the reader usually follows closely.

Table 15

Use of News Index or Summary and Reading of Jumps

	News/Index Summary*		Reads Jumps**	
	Total Using	Use Regularly	Total Read	Turn To It
Total Readers (Version A)	67%	28%	93%	76%
By Age				
18-24	82%	31%	91%	71%
25-29	57	28	93	77
30-34	65	36	95	79
35-44	65	22	92	76
45-54	58	22	92	78
55-64	57	27	95	76
65+	78	33	95	76
By Education				
Not High School Graduate	63%	32%	93%	78%
High School Graduate	65	27	93	77
Some College	69	24	95	77
College Graduate	70	30	93	74
By Use of Newspapers				
Frequent Readers	66%	26%	96%	78%
Infrequent Readers	67	31	90	74

Questions: * "Many newspapers have an index or summary of news and features in each day's paper to help the readers find things that are of interest to them. Does your daily paper contain a news index or summary? (IF YES) Do you use this index regularly, do you use it occasionally, or don't you make use of the index?"

** "As you know, sometimes news stories that begin on the front page are continued on an inside page or in another section. When you begin to read a story that jumps to another page or section, do you usually: turn to that page and keep reading the story; or read it when you come to it as you go through the paper; or do you usually not read the rest of the story?"

III. READING OF NEWS AND OTHER EDITORIAL CONTENT

The Daily Newspaper: Readership of Editorial Content

Newspaper readers were asked to sort thirty cards, each with a different news, advertising or feature category written on it, into piles consisting of those items they "usually read or look at" and those that they don't. From the pile of news and features usually read, respondents also selected up to three items that they "most like to read". To determine the relative intensity of appeal of each type of news or feature, the number of people selecting any particular item as one of their three favorites was divided by the number who usually read that category. (This technique was used in an earlier NAB study, with twenty-five of the items used here.)[1]

The proportions of newspaper readers identifying each category as one that they usually read and "most like to read" are shown below. (See Table 16) Local community news (84%), world news (75%), news briefs and summaries (74%), and national government news about the President and Congress (72%) lead all other categories. At the other end, the book reviews (27%) and the crossword puzzles (26%) show the most specialized readership, although the former suffers by comparison in not being

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[1] See Newspaper in American News Habits, (Newspaper Advertising Bureau, 1986), pp. 52-61.

Table 16

Content Categories: Readership Appeal

Categories	Usually Read[1]	Like Most[2]	"Intensity of Appeal"[3]
Sports news about professional teams	51%	23%	42%
News about local community	84	30	33
International or world news	75	25	30
Comic strips, funnies	58	17	26
Sports news about local schools, colleges or clubs	53	15	26
Advice columns	59	16	24
Business and financial news	46	10	20
Supermarket ads	58	12	19
News briefs/summary of news items	74	15	18
News about local politics/government	69	14	18
Crossword puzzle	26	5	18
Obituaries	50	9	17
Help wanted classified ads	43	8	17
Food pages	54	9	15
News about the economy	68	9	13
Editorials, Editor's opinions	55	8	13
Fashion and lifestyle features	47	7	13
News about the President/Congress	72	9	12
Letters to the Editor	55	7	12
TV program listings	60	8	11
News about celebrities/famous people	65	7	10
Series of investigative in-depth reports	53	6	10
Movie ads	50	6	10
Real estate classified ads	31	3	10
Store ads for clothing	57	6	9
Calendar or schedule of local events	57	5	8
Movie reviews	48	4	7
Book reviews	27	1	5
Public opinion polls (issues/candidates)	52	2	4
Political opinion columns	45	2	4
Average: All categories	55%	10%	16%

[1] Proportions of all newspaper readers who "usually read" each.

[2] Proportions identifying each category as one of their three favorites.

[3] Proportions usually reading each category who say it is one of the three they "most like to read": column 2 divided by column 1.

Question: "Each of these cards contains a different kind of news, feature, or advertising item appearing in most daily newspapers. Please look through them and put to one side the kinds of things you don't usually read or look at. Now, from the cards you have left, please pick out the three that are the kinds of things in the paper you most like to read."

regularly available to readers of daily newspapers. (A 1987 NAB study shows "books" as a feature category available at least once a week to readers of only 28% of daily newspapers in circulation.)[1]

At the same time, as Table 16 shows, even categories usually read by most readers are not necessarily the ones they find compelling. To measure the relative intensity of appeal or interest in each of these categories, the number who picked each as one they liked most was divided by the number who usually read it. This yielded proportions that can be compared across all thirty content categories. And the results show that some items read by relatively few readers nonetheless have very strong appeals, e.g., comics, local team sports, and advice columns, for those who read them.

Each content category was further classified into one of four quadrants: high readership/high intensity of appeal; high readership/low intensity of appeal; low readership/high intensity of appeal; and low readership/low intensity of appeal. The average proportion of people usually reading any content category (55%) and the intensity of appeal for the average item (16%) were used to classify readers on both variables jointly into (relatively) "high" and "low" quadrants. Chart 1 shows where each of the thirty categories ended up, based on the responses of all readers.

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[1] See Daily Newspapers' 87 (Newspaper Advertising Bureau, 1987)

Chart 1

Content Categories Read/Intensity of Appeal*

High Readership/High Intensity	
Local community news	84/33
International news	75/30
Comic strips, funnies	58/26
Advice columns	59/24
Supermarket ads	58/19
News briefs/summaries	74/18
Local politics/gov't.	69/18

Low Readership/High Intensity	
Sports news (professional)	51/42
Sports news (local schools)	53/26
Business/financial news	46/20
Crossword puzzle	26/18
Obituaries	50/17
Help wanted classifieds	43/17

High Readership/Low Intensity	
Economic news	68/13
Editorials/opinion	55/13
President/Congress	72/12
Letters to the editor	55/12
TV program listings	60/11
Celebrity news	65/10
Store ads (clothing)	57/09
Calendar of local events	57/08

Low Readership/Low Intensity	
Food pages	54/15
Fashion & lifestyle	47/13
Investigative reports	53/10
Movie ads	50/10
Real estate classifieds	31/10
Movie reviews	48/07
Book reviews	27/05
Public opinion polls	52/04
Political opinion columns	45/04

Note: Entries in each cell are: % usually read/% intensity of appeal.

Readership

High Readership = At least 55% usually read this item.
Low Readership = At most 54% usually read this item.

Intensity of Appeal

Intensity = (% "most like to read": % "usually read" for each item)

High Intensity of Appeal = At least 16% intensity of appeal.
Low Intensity of Appeal = At most 15% intensity of appeal.

*Base: Total Newspaper Readers

Content categories with the strongest readership and appeal are local community news (84% read it/one-third like it "most") and international news (75/30%). Other news items in the high readership/high appeal quadrant include local politics/government and news briefs and summaries. Only one "feature" category -- advice columns -- appears in this quadrant, along with one category of (supermarket) advertising.

In the low readership/high intensity quadrant are found content categories with strongly loyal readers, although their total readership is below average. The categories appearing here are sports news (professional and local) and business/financial news, items generally preferred more by men than women. Obituaries also appear here; the only feature appearing is the crossword puzzle, plus help wanted classified ads.

Categories that are widely read but are less frequently identified as favorites make up the high readership/low intensity quadrant. Certain features (editorials, letters to the editor, TV program listings, calendar of local events) appear here, along with certain types of hard and soft news stories (economic news, national news about the President or Congress, and celebrity news). Finally, the fourth quadrant (low readership/low intensity) mainly contains features and ads. The generally lower readership and appeal of such features makes sense, since by their very nature they are more specialized or targeted to specific reader groups. But the availability of such a wide range of features can be more important to readers than these readership figures for individual categories might suggest.

Bear in mind that categories defined as low in readership still can be read by half or more of all readers. In fact, seven out of fifteen are read by at least one-half. A shift of only a few percentage points could have moved some across the line to join others in the "high readership" quadrants. Even those with the *lowest* readership levels (e.g., crossword puzzles and book reviews) are read by more than one-quarter of all readers. Hence, it is their positioning on *both* measures that makes this technique for segmenting reader interests useful as a way of showing both the significance of some items to substantial minorities as well as the extent to which they are read in general.

As would be expected, a number of demographic variables are strongly related to the readership and appeal of various categories of news and features. Chart 2 shows differences between men and women. The pattern for men reflects more *focused* reading interests, with fewer, mainly hard news categories plus sports news and world news at the top of both readership and intensity scales. Only a few features (TV listings, crossword puzzle) appear in the two quadrants apart from the high/high and low/low quadrants for men.

Women, by contrast, show much more *diffuse* reading patterns, with a greater balance in the readership and appeal of news and features. They usually read a greater range of newspaper items (18 of the categories got high readership scores, vs. 12 for men), most of which earn generally lower intensity of appeal scores. These results confirm women's status as better browsers of the newspaper than men are. Their keener interest in

Chart 2

Categories Read/Intensity of Appeal by Sex

Men

High Readership/High Intensity	
Sports news (professional)	72/51
International news	79/38
Sports news (local schools)	63/35
Comics, funnies	60/31
Local community news	84/28
Business/financial news	57/26
Local politics/gov't.	74/20
News briefs/summaries	77/16

High Readership/Low Intensity	
Economic news	73/15
President/Congress	79/13
TV program listings	58/12
Celebrity news	56/04

Low Readership/High Intensity	
Crossword Puzzle	22/20
Help wanted classifieds	42/18

Low Readership/Low Intensity	
Advice columns	43/14
Obituaries	43/12
Editorials/opinion	53/11
Investigative reports	52/10
Calendar of local events	52/10
Letters to the editor	51/10
Movie ads	47/10
Food pages	35/10
Real estate classifieds	34/10
Movie reviews	44/07
Supermarket ads	40/07
Public opinion polls	54/04
Political opinion columns	48/04
Store ads (clothing)	40/04
Book reviews	21/04
Fashion & lifestyle	26/03

Women

High Readership/High Intensity	
Local community news	83/37
Advice columns	73/30
Supermarket ads	73/25
International news	71/22
Comics, funnies	56/22
News briefs, summaries	72/21
Obituaries	57/20
Food pages	72/17
Fashion & lifestyle	67/16

High Readership/Low Intensity	
Celebrity news	74/15
Local politics/gov't.	65/15
Editorials/opinion	58/14
Letters to the editor	58/13
Store ads (clothing)	73/12
TV program listings	62/11
President/Congress	66/10
Economic news	62/10
Calendar of local events	61/08

Low Readership/High Intensity	
Sports news (professional)	32/23
Help wanted classifieds	44/17
Crossword puzzle	29/16

Low Readership/Low Intensity	
Sports news (local schools)	43/14
Business/financial news	36/12
Investigative reports	54/11
Movie ads	53/11
Real estate classifieds	28/10
Movie reviews	52/07
Political opinion columns	41/05
Book reviews	32/05
Public opinion polls	50/04

content other than sports news or business news is demonstrated by the high readership and intensity ratings given for advice columns (73%/30%), supermarket ads, food pages, and fashion and lifestyle features. Without exception, these soft news, advertising, and feature items appear in the low readership/low intensity quadrant for men.

Interest segmentation differences can also be observed when older (age 35+) and younger (under 35) readers are compared (See Chart 3). Older readers read more types of news and features than younger readers. Content areas that stand out in particular include supermarket ads, food pages, investigative reports, calendars of local events, the editorials, obituaries, letters to the editor, public opinion polls, and political opinion columns. Those getting substantially less readership are comics, movie ads and movie reviews. Some hard news categories enjoy high readership and intensity of appeal from both younger and older audiences, including local community news, international news, and news briefs/summaries. In examining the results for older and younger readers, it should be kept in mind that the intensity of appeal for almost all categories tends to be lower among older readers, because their reading interests (and favorites) are more wide-ranging. In this respect, differences between the two age groups are similar to differences in the intensity scores assigned by men and women.

Finally, a comparison of the interest segmentation of frequent and infrequent readers confirms earlier observations that infrequent readers

Chart 3

Categories Read/Intensity of Appeal by Age

Under 35

High Readership/High Intensity	
Comics, funnies	64/33
Local community news	79/32
International news	68/30
Advice columns	56/27
News briefs/summaries	69/17

Low Readership/High Intensity	
Sports news (professional)	52/51
Sports news (local schools)	53/30
Help wanted classifieds	54/22
Business/financial news	35/20
Fashion & lifestyle	51/18
Supermarket ads	53/16

High Readership/Low Intensity	
Local politics/gov't.	57/15
Movie ads	69/14
Celebrity news	66/14
TV program listings	61/13
Store ads (clothing)	60/13
Movie reviews	62/11
President/Congress	62/11
Economic news	61/11

Low Readership/Low Intensity	
Real estate classifieds	30/14
Food pages	44/13
Investigative reports	48/12
Calendar of local events	53/11
Editorials/opinion	40/10
Obituaries	34/09
Letters to the editor	43/08
Public opinion polls	43/05
Crossword puzzle	24/05
Political opinion columns	33/04
Book reviews	21/03

35 and Over

High Readership/High Intensity	
Local community news	87/33
International news	79/30
Advice columns	60/23
Obituaries	60/20
Supermarket ads	60/20
Local politics/gov't.	76/19
News briefs/summaries	77/19
Food pages	60/16

Low Readership/High Intensity	
Sports news (professional)	51/36
Crossword puzzle	27/25
Sports news (local schools)	52/23
Comics, funnies	54/22
Business/financial news	53/21

High Readership/Low Intensity	
Economic news	71/14
Editorials/opinion	65/14
Letters to the editor	62/14
President/Congress	78/12
TV program listings	60/10
Investigative reports	56/10
Celebrity news	65/08
Calendar of local events	59/07
Store ads (clothing)	56/07
Public opinion polls	57/03

Low Readership/Low Intensity	
Help wanted classifieds	37/13
Fashion & lifestyle	45/09
Real estate classifieds	31/08
Movie ads	39/07
Book reviews	30/05
Political opinion columns	52/04
Movie reviews	40/04

are also more selective in their newspaper reading. As Chart 4 shows, only ten categories (out of thirty) received high readership scores among infrequent readers, compared to twenty-three among frequent readers. Infrequent readers tend to prefer to read a few hard news topics predominantly, while frequent readers appear to enjoy almost all categories of news, features and advertising in the newspaper. In a few instances it is the intensity of appeal that is lower for frequent readers, which has the effect of putting that category in one of the two lower quadrants.

Following the Big News Stories

Two-thirds (65%) of all adults in the survey recalled something in the news "yesterday or today" that was of particular interest to them. The period of interviewing (October 6-20, 1987) contained a full agenda of running and breaking news stories. The specific news stories mentioned by respondents covered a broad range of areas; no single topic received special notice by a large proportion. Similar questions in two earlier NAB studies, asking about the "biggest" story in the news yesterday or today resulted in substantially higher proportions who recalled a specific story. In 1982, seven in ten (71%) adults recalled a "big" news story; in 1977, more than eight in ten (83%) did so.

As all of these questions appeared near the start of the interview, neither respondent fatigue nor reluctance to be interviewed can have materially affected these declining levels of response. What may be at work is the possibility that the sharply increased flow of news in recent

Chart 4

Categories Read/Intensity of Appeal by Frequent and Infrequent Readers

Frequent Readers

High Readership/High Intensity	
Sports news (professional)	57/37
Local community news	90/33
International news	83/31
Comics, funnies	60/26
Sports news (local schools)	58/24
Advice columns	65/22
Business/finance news	55/21
Local politics/gov't.	78/19
News briefs/summaries	84/18
Obituaries	58/17

Low Readership/High Intensity	
Crossword puzzle	26/23

High Readership/Low Intensity	
Supermarket ads	58/15
Editorials/opinion	67/14
Economic news	74/13
Food pages	59/13
President/Congress	81/12
Letters to the editor	66/12
Investigative reports	61/10
Celebrity news	70/08
TV program listings	62/08
Store ads (clothing)	59/06
Calendar of local events	61/05
Public opinion polls	62/04
Political opinion columns	55/04

Low Readership/Low Intensity	
Help wanted classifieds	40/12
Fashion & lifestyle	49/10
Real estate classifieds	31/07
Movie reviews	49/06
Movie ads	48/06
Book reviews	31/03

Infrequent Readers

High Readership/High Intensity	
Local community news	75/32
International news	64/27
Supermarket ads	57/24
News briefs/summaries	62/19
TV program listings	58/16
Local politics/gov't.	57/16

Low Readership/High Intensity	
Sports news (professional)	44/50
Advice columns	49/28
Sports news (local schools)	44/28
Comics, funnies	54/27
Help wanted classifieds	47/23
Business/financial news	34/19
Food pages	47/18
Fashion & lifestyle	44/17
Obituaries	39/17

High Readership/Low Intensity	
Store ads (clothing)	55/15
Celebrity news	60/13
Economic news	59/12
President/Congress	59/11

Low Readership/Low Intensity	
Movie ads	53/15
Calendar of local events	51/14
Real estate classifieds	30/14
Letters to the editor	39/12
Investigative reports	42/12
Editorials/opinion	39/10
Crossword puzzle	25/10
Movie reviews	47/09
Book reviews	21/07
Public opinion polls	37/04
Political opinion columns	31/04

years, especially via TV has contributed to a blurring of or decreased sensitivity about (or interest in) even highly dramatic stories on a daily basis.

U.S. news stories were mentioned most frequently (by 14%), with the Supreme Court nomination of Judge Bork (11%) making up the bulk of such mentions. Jessica McClure, the toddler stuck in a well in Midland, Texas, was mentioned by 7%, and accounted for almost all mentions of human interest stories. Topics mentioned by at least 5% include world news (the Persian Gulf crisis); professional sports news (the baseball playoffs, world series, and the NFL football players' strike); several earthquakes, accidents, or disasters; business and financial news (both the stock market gyrations and the October 19th crash); and crime news. (Research that is based on recall of news topics is, of course, limited by the specific news agenda at the time.) (See Table 17)

Those who recalled a news story were asked both what their "main sources" were and the "one main source" on that story. Overall, television was named most frequently not only as a news source (by 75%) but also as the one main source of information across topics (by 57%). Newspapers were considered as a source by 48%, and as the main source by one-quarter (25%) of those recalling a story. Radio was named by far fewer, and only a few named any other single source. (See Table 18)

Television was cited as the one main news source for all but one news story category -- state/local/community news -- though its lead over

Table 17

Yesterday News Story of Particular Interest*

Recalled News Story of Interest	65%
U.S. News (Net)	14
Bork Nomination	11
Human Interest (Net)	9
Jessica McClure	7
World News (Net)	8
Persian Gulf	7
Sports News (Net)	8
Baseball Playoffs/World Series	4
NFL Football Players Strike	3
Earthquakes/Disasters/Accidents	7
Business/Finance News (Net)	5
Stock Market Gyrations	5
Crime News	5
State/Local/Community News (Net)	2
Weather News	2
Health/Science/Technology News	2
Other News	3
Did Not Recall Any Story	35%
	100%

*Base: Total Adults

Question: "Can you recall anything in the news yesterday or today that was of particular interest to you?"

(IF YES) "What was it that was of particular interest to you?"

Table 18

Sources of Information and One Main Source by Type of Story*

	Newspaper	TV News	Radio News
Main Sources for News (All Stories)**	48%	75%	26%
One Main Source (All Stories)***	25%	57%	12%
U.S. News	24	63	10
Human Interest News	17	59	20
World News	25	61	10
Sports News	24	60	13
Earthquakes/Disasters/Accidents	20	57	13
Business/Financial News	25	56	11
Crime News	37	48	6
State/Local/Community News	44	37	11
Weather News	14	60	20
Health/Science/Environment News	32	60	3

*Base: Respondents citing a news story.

**Multiple responses were accepted as main news sources.

***Those whose one main source was word of mouth (2%), "other" sources (1%), or who gave none (3%) are not shown.

Question: "What were your main sources for this news? Which of these, if any, would you say was your one main news source on that?"

newspapers varied according to the story. TV was most likely to be named as the prime news source for national news (63%), which mainly involved the televised Bork hearings. It was less likely to be mentioned in references to local crime news stories (48%) and least likely for state/local/community news (37%). In both those cases, mentions of the newspapers ran well above the average. Given the high drama attached to the big stories running at that time, TV's advantages of sight, sound, and motion clearly made a deep impression on news viewers.

Although television was named as the main news source by all demographic segments, the proportion selecting it decreases with education and income, while newspaper mentions increase. Thus, while three-fourths (74%) of the least educated cited TV news as their main source, vs. 15% citing newspapers, 46% of those with a college degree cited TV news, vs. 35% naming newspapers. The trend is similar with respect to age: older adults cited newspapers more and TV less as sources, compared with younger groups. More whites than blacks (26% vs. 17%) and more employed than not employed persons (27% vs. 22%) said newspapers were their main source. And, not surprisingly, four in ten (39%) frequent readers selected newspapers, compared to just 7% of infrequent readers. Nonreaders, of course, relied primarily on TV news. (See Table 19)

Even though it was never placed higher than third as a main source, radio was cited relatively more often for weather and for human interest news stories. Demographically, the proportions citing radio as the main source increase slightly with education and income; this is similar to

Table 19

One Main Source of Information by Demographic Groups

	Newspapers	TV News	Radio
One Main Source (All Stories)*	25%	57%	12%
By Age			
18-24	14%	60%	13%
25-29	27	57	16
30-34	23	58	14
35-44	27	54	15
45-54	32	51	11
55-64	25	56	12
65+	25	64	4
By Education			
Not High School Graduate	15%	74%	3%
High School Graduate	24	56	14
Some College	25	54	15
College Graduate	35	46	13
By Income			
Under $10,000	14%	72%	8%
$10,000-14,999	17	71	5
$15,000-24,999	23	60	12
$25,000-39,999	26	49	19
$40,000+	37	45	13
By Sex			
Male	25%	59%	11%
Female	25	55	13
By Race			
White	26%	55%	13%
Black	17	68	7
By Employment			
Employed	27%	52%	15%
Not Employed	22	65	7
By Newspaper Use			
Frequent Readers	39%	47%	9%
Infrequent Readers	7	68	17
Nonreaders	2	76	13

*Base: Respondents citing a news story.

Question: "Which one of these, if any, would you say was your one main news source on that?"

the pattern observed for newspapers. Not surprisingly, mentions of radio news were more common among infrequent than among frequent newspaper readers (17% vs. 9%).

Newspaper vs. Television: Preference for "Big" Stories

To find out how television and newspapers -- the two major sources of news -- are viewed in a general sense (as opposed to being sources of news on specific stories recalled by individuals), all survey respondents were asked a version of this question:

> Some people feel that, generally, you can find out all you want to know about big news stories from newspapers. Others generally want the additional details that TV news programs give you on a big story. Which best describes the way you feel?

Version A respondents got the question in this format, while version B respondents had the position of newspapers and TV news programs reversed. The order of presentation did not, however, significantly alter response patterns.

Consistent with answers to the question about specific news stories, TV news programs were preferred in general by 44%, while 24% named newspapers as their preferred source on big news stories. This distribution of responses differs from those given to the "specific story" question because the latter was answered by only 65% and also because it permitted other sources (radio, word-of-mouth) to be supplied as responses to that open-end question. However, about one-quarter (26%) volunteered the answer that both TV and newspapers are valuable; the rest (about 6%) said they didn't know which news medium they preferred as a source on big news stories. (See Table 20)

The likelihood that someone would prefer either news medium, or would find both equally valuable, is related to a number of demographic characteristics.[1] Most striking (though expected) are the differences between frequent and infrequent newspaper readers and nonreaders. Frequent readers are much more likely than the average adult to prefer newspapers (35% vs. 24%), somewhat more likely than the average adult to find both valuable (33% vs. 26%), and as a result much less likely than the average adult to prefer television (27% vs. 44%). The pattern for infrequent readers is the reverse of that. And not surprisingly, three-fourths (73%) of newspaper nonreaders prefer television in general. Thus, the regularity of newspaper reading (as a measure of behavior or habit) is a strong predictor of an expressed preference for newspapers vs. TV as news sources, both specifically with respect to recalled news stories and as a general attitudinal preference.

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[1] For other findings from this survey on people's reliance on newspapers vs. TV news to keep up with various news topics see How Readers Rate Their Newspapers (Newspaper Advertising Bureau, 1988), pp. 20-26.

Table 20

Preference for Newspaper vs. TV on Big News Stories

	Prefer Newspaper	Prefer TV	Both Valuable
All Adults*	24%	44%	26%
By Age			
18-24	19%	52%	23%
25-29	20	52	22
30-34	25	44	27
35-44	27	44	24
45-54	27	36	31
55-64	27	44	22
65+	22	39	32
By Education			
Not High School Graduate	15%	55%	23%
High School Graduate	22	46	25
Some College	29	42	24
College Graduate	34	32	32
By Income			
Under $10,000	20%	58%	18%
$10,000-14,999	25	44	23
$15,000-24,999	21	47	26
$25,000-39,999	30	42	25
$40,000+	25	40	32
By Sex			
Male	26%	42%	26%
Female	22	47	26
By Newspaper Use			
Frequent Readers	35%	27%	33%
Infrequent Readers	16	56	23
Nonreaders	5	73	11
Any Newspaper Home Delivered	30	33	33

*Those who "don't know" which one they prefer (6%) aren't shown.

Question: "Some people feel that you can find out all you want to know about big news stories from newspapers. Others want the additional details that TV news programs give you on a big story. Which best describes the way you feel?"

IV. MEDIA BEHAVIOR AND POLITICAL/SOCIAL ACTIVISM

Television and TV News Viewing

Virtually all (99%) American households contain at least one television set; two-thirds (66%) have two or more. On an average day, seven out of eight Americans (87%) will watch some television programming. TV watching increases somewhat with age and is greater among those not employed. Other demographic differences are generally minor, reflecting the fact that watching TV is part of the daily routine of most Americans. (See Table 21)

But the daily TV news audience shows greater variability. Nearly four in five persons who watch TV, or 68% of all adults, see some news. This news can be in the form of regular news programs, scheduled news "breaks," or special bulletins/new programs. Those more likely to watch television are also more likely to view TV news. However, as Table 21 shows, there are some sizeable exceptions. College graduates are more likely than the average adult (75% vs. 68%) to watch TV news, even though their daily level of TV viewing is only average. This reflects their greater interest in news across all media. Younger adults, singles, and those with only some college are much less likely than the average adult to see TV news. Frequent newspaper readers are more likely than infrequent readers (73% vs. 64%) to see TV news, again reflecting the former group's stronger interest in the news in general. Nonreaders are among the least likely of all groups of TV viewers, or of adults in general, to see any news on TV.

Table 21

Yesterday TV Watching and TV News-Viewing Among Demographic Groups

	Watched Any TV (Net)	And Saw TV News* (Net)	Saw TV News ** (Net)
All Adults	87%	78%	68%
By Age			
18-24	82%	64%	53%
25-29	85	74	63
30-34	86	68	59
35-44	87	78	68
45-54	85	79	67
55-64	87	84	73
65+	93	91	85
By Education			
Not High School Graduate	90%	80%	72%
High School Graduate	86	76	65
Some College	84	70	59
College Graduate	86	87	75
By Income			
Less than $10,000	89%	77%	69%
$10,000-14,999	87	81	71
$15,000-24,999	85	78	66
$25,000-39,999	87	73	64
$40,000+	87	79	69
By Marital Status			
Married	88%	82%	72%
Single	82	66	54
By Sex			
Male	87%	79%	69%
Female	86	76	65
By Race			
White	86%	78%	67%
Black	90	77	69
By Use of Newspapers			
Frequent Readers	88%	83%	73%
Infrequent Readers	86	74	64
Nonreaders	85	69	59

Table 21 (Continued)

Yesterday TV Watching and TV News-Viewing
Among Demographic Groups

	Watched Any TV (Net)	And Saw TV News* (Net)	Saw TV News ** (Net)
All Adults	87%	78%	68%
By Employment Status			
Employed	84%	73%	61%
Not Employed	90	84	76
By Metro Area			
Non-Metro	85%	75%	64%
50,000-249,999	89	72	64
250,000-999,999	90	79	71
1,000,000 and over	84	80	67
By Region			
Northeast	86%	80%	69%
North Central	86	75	65
South	89	79	70
West	83	77	64

Question(s): "Did you watch any television during [each of three day parts]?"

(IF YES) "Did you see the news on television?"

Note: The (net) proportions shown above are of those who watched TV news across the three day parts used to study yesterday news exposure.

*Based only on those who watched TV in any of three day parts.

**Based on total adults in the survey.

The proportion of adults exposed to TV news on the average day has stabilized in the nearly two decades that the Newspaper Advertising Bureau has measured it. The proportion of adults (68%) viewing TV news in this study can be compared to 1982's 67%, to 62% in 1977, and to only 48% in 1971.[1]

TV news viewing takes place around the clock; the largest audience for TV news, however, is in the evening. On an average day, half (49%) of all adults see TV news in the period between their evening meal and bedtime, compared to roughly one-quarter watching in the morning before lunch (27%) or afternoon (26%). TV news viewing is greater among older persons in all three day parts, as well as among married people, the nonemployed, and frequent newspaper readers.

In general, there is a wider range of variation in TV news viewing in the morning than in other day parts. But, apart from that time segment, the proportions viewing TV news at any time of the day are similar to those for TV watching in general, suggesting a good deal of passive exposure rather than active seeking of news. (See Table 22)

By their estimates, viewers spent an average of 58 minutes watching TV news "yesterday". The average time spent in each day part varied only slightly. (See Table 23) Age differences in the amount of viewing time are significant, both for total time (net across day parts) and for the evening period, but are much less pronounced in the morning and afternoon day parts. One exception is among retired people (age 65+), who spent

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[1] These figures are drawn from a series of national sample surveys conducted for the Newspaper Advertising Bureau by Audits & Surveys, Inc. in the years indicated.

Table 22

Incidence of TV News-Viewing in Three Day Parts Among Demographic Groups

	Any TV News (Net Across Day Parts)	Before Midday Meal (Net)	After Midday Meal to Evening Meal (Net)	After Evening Meal (Net)
All Adults	68%	27%	26%	49%
By Age				
18-24	53%	16%	19%	37%
25-29	63	21	27	40
30-34	59	26	21	40
35-44	68	27	22	48
45-54	67	27	21	50
55-64	73	29	34	54
65+	85	37	36	66
By Education				
Not High School Graduate	72%	32%	30%	51%
High School Graduate	65	24	22	49
Some College	59	27	21	41
College Graduate	75	25	33	54
By Income				
Less than $10,000	69%	27%	27%	50%
$10,000-14,999	71	28	28	49
$15,000-24,999	66	26	23	49
$25,000-39,999	64	30	22	45
$40,000+	69	24	30	51
By Marital Status				
Married	72%	31%	27%	52%
Single	54	14	22	40
By Sex				
Male	69%	28%	28%	49%
Female	65	26	24	48
By Race				
White	67%	25%	26%	49%
Black	69	37	29	48
By Use of Newspapers				
Frequent Readers	73%	29%	30%	54%
Infrequent Readers	64	25	23	43
Nonreaders	59	24	20	44

Table 22 (Continued)

Incidence of TV News-Viewing in Three Day Parts Among Demographic Groups

	Any TV News (Net Across Day Parts)	Before Midday Meal (Net)	After Midday Meal to Evening Meal (Net)	After Evening Meal (Net)
All Adults	68%	27%	26%	49%
By Employment Status				
Employed	61%	22%	21%	44%
Not Employed	76	33	33	56
By Metro Area				
Non-Metro	64%	27%	20%	47%
50,000-249,999	64	24	27	45
250,000-999,999	71	30	29	51
1,000,000 and over	67	25	27	49
By Region				
Northeast	69%	21%	27%	48%
North Central	65	22	27	46
South	70	33	27	52
West	64	28	22	47

Question: "Did you watch the news on television [in each of three day parts]?"

Table 23

Amount of Time Spent Watching TV News Yesterday (In Minutes)

	Total (Net Across) Day Parts	Before Midday Meal (Net)	After Midday Meal to Evening Meal (Net)	After Evening Meal (Net)
Saw Any TV News	58 min.	48 min.	46 min.	43 min.
By Age				
18-24	41	41	33	31
25-29	45	36	40	37
30-34	57	43	44	39
35-44	54	42	47	42
45-54	55	49	45	43
55-64	65	42	52	47
65+	78	68	49	51
By Education				
Not High School Graduate	66	51	52	44
High School Graduate	55	51	45	40
Some College	53	41	39	42
College Graduate	60	47	44	48
By Race				
White	57	49	45	43
Black	66	43	53	42
By Marital Status				
Married	61	50	46	45
Divorced/Separated/ Widowed	59	47	49	40
Single	44	37	39	35
By Size of Household				
One	58	48	48	46
Two	66	55	48	49
Three+	53	44	44	39

Table 23 (Continued)

Amount of Time Spent Watching TV News Yesterday
(In Minutes)

	Total (Net Across) Day Parts	Before Midday Meal (Net)	After Midday Meal to Evening Meal (Net)	After Evening Meal (Net)
Saw Any TV News	58 min.	48 min.	46 min.	43 min.
By Employment Status				
Total Employed	51	40	45	42
Full-time	50	38	45	42
Part-time	56	47	44	41
Total Not Employed	67	57	47	44
By Region				
Northeast	49	39	44	44
North Central	52	42	43	39
South	62	47	46	42
West	70	63	50	47
By Newspaper Use				
Frequent Readers	61	48	48	43
Infrequent Readers	52	47	42	41
Nonreaders	63	52	47	46

Question: "How much time would you say you spent watching TV news during [each of three dayparts]?"

much more time watching TV news in the morning than the average adult. Younger people, who watch TV news less often, also watch less of it. (See Table 23)

The data on exposure to TV, to TV news, and on the time spent watching TV news suggest that those who are watching TV in the first place are more likely to see TV news and also to spend more time watching TV news. (There are significant exceptions, such as college graduates, whose habits reflect an interest specifically in news.) To some extent, then, news audiences are built up as a result of passive viewing -- watching any type of programming increases as the time spent watching TV increases.

We tested this further by asking TV news viewers in all three day parts whether or not they tuned in deliberately to see the news. Only half (51%) of all TV news viewing is clearly intentional, the viewer specifically tuning in to watch the news during that day part. Fifteen percent said the news happened to come on while they were viewing, and fully three in ten (31%) weren't sure what happened. A few (3%) said their news viewing was a mixture of the two. (See Table 24) Rapidly increasing TV news-viewing opportunities -- a result of the expansion of news "breaks", cable news programming,[1] and other network news programming -- may account for the high degree of uncertainty shown about motives for TV news viewing. A comparison of these 1987 figures with data from a 1982 study shows that intentional viewing has declined (from 62% to 51%), and uncertainty has grown (from 17% to 31%).[1]

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[1] For information about cable TV and videocassette recorder ownership and use from this study, see Cable TV, VCRs, and Newspapers (Newspaper Advertising Bureau, 1988).

Table 24

Active vs. Passive TV News Viewing and Newspaper Use

	Total (Net Across) Day Parts	Frequent Readers	Infrequent Readers	Non-Readers
Specifically tuned in news	51%	55%	49%	45%
Came on while watching	15	12	20	19
Both active and passive	3	3	2	4
Don't know/no answer	31	30	29	32
	100%	100%	100%	100%

Base: Watched TV news in one or more day parts.

Question: "Did you tune in specifically to watch the news at that time of day or did the news happen to come on while you were watching?"

What type of news do viewers see most often? Nearly three-quarters (74%) reported having seen some network or cable news programs (which typically focus more on national/international news events), vs. two-fifths (39%) who saw any local news programs. In fact, nearly three in five (57%) news viewers saw only network/cable news, far more than those who saw only local news (22%). Just 17% saw both network/cable and local news. This finding provides further basis for the belief that people typically think of network news with its national or international emphasis rather than of local news when they're asked about attitudes toward TV news, e.g., in studies of media credibility or of reliance on various media as news sources.

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[1] See Newspapers in American News Habits: A Comparative Assessment (Newspaper Advertising Bureau, 1985), pp. 15-16.

Radio News Listening

Two-thirds (66%) of all adults listen to the radio on an average weekday. But in contrast to TV, exposure to radio decreases as age increases, and increases with more education and income. Singles are more likely than married people (82% vs. 63%) to listen to the radio, as are whites vs. blacks (68% vs. 52%) and the employed vs. those not employed (74% vs. 53%). By region the North Central area has the highest proportion of daily radio listeners (73%), and the South has the lowest (60%). (See Table 25).

Two-thirds of those who listen to the radio, or 45% of all adults, hear radio news on the average day. As is the case with TV viewing, those who listen more to the radio are usually more likely to hear news as well. Even though overall daily exposure to radio decreases with age, the proportion of radio listeners who hear news increases. Greater interest in news and the spread of all-news radio formats may account for this pattern among older adults. Once again, newspaper nonreaders are also least likely to hear news via the radio.

Table 25

Daily Radio and Radio News Listening Among Demographic Groups

	Listened to Radio	Heard News on Radio	Heard No News on Radio
All Adults*	66%	45%	17%
By Age			
18-24	81%	46%	31%
25-29	73	50	21
30-34	76	54	20
35-44	69	47	18
45-54	62	47	11
55-64	54	41	11
65+	46	35	9
By Education			
Not High School Graduate	52%	33%	16%
High School Graduate	67	46	16
Some College	75	54	19
College Graduate	71	49	19
By Income			
Less than $10,000	53%	32%	20%
$10,000-14,999	62	42	19
$15,000-24,999	67	46	17
$25,000-39,999	65	49	14
$40,000+	80	55	21
By Marital Status			
Married	63%	45%	15%
Single	82	51	26
By Sex			
Male	68%	48%	17%
Female	63	43	17
By Race			
White	68%	48%	17%
Black	52	34	16
By Metro Area			
Non-metro	68%	52%	14%
50,000-249,999	65	43	20
250,000-999,999	63	45	16
1,000,000 and over	65	42	19

Table 25 (Continued)

Daily Radio and Radio News Listening Among Demographic Groups

	Listened to Radio	Heard News on Radio	Heard No News on Radio
All Adults*	66%	45%	17%
By Region			
Northeast	66%	44%	17%
North Central	73	51	19
South	60	41	15
West	66	47	18
By Employment Status			
Employed	74%	52%	18%
Not Employed	53	35	15
By Use of Newspapers			
Frequent Readers	67%	49%	15%
Infrequent Readers	67	43	20
Nonreaders	58	37	17

*Radio listeners who did not remember whether they heard news (about 4%) are not shown.

Question: "Did you happen to listen to the radio at any time yesterday?"

(IF YES)

"Did you listen to any news on the radio at any time yesterday?"

The proportion of adults hearing radio news on the average day has declined slightly from those found in two earlier Bureau surveys over the past decade. In 1982 and 1977 the proportions hearing any news on the radio daily were 47% and 49%, respectively.

Just over half (54%) of all radio news listeners, or 24% of the adult population, heard news while driving in a car. Nearly as many (49% of radio news listeners, 22% of the adult population) heard radio news at home. Only a few adults (7%) heard radio news at work or some other location. (See Table 26) The demographics of those who hear news on the radio at home contrast with those who hear it while driving. The greater the proportion in a demographic group listening at home, the smaller the proportion in the car audience.

Reading of Newsweeklies and Other Magazines

Just over half (54%) of all newspaper readers say they read one or more of the three major newsweeklies (Time, Newsweek, and U.S. News & World Report) at least occasionally. Rates of subscribing, a better indicator of regular readership, however, are much lower. Just 13% subscribe to one or more (almost all subscribe to only one). Readership of a newsweekly is fairly consistent across age groups, though it dips among those age 25-34. As expected, readership increases significantly with education and income. Slightly more men than women (55% vs. 52%), and frequent than infrequent newspaper readers (56% vs. 50%) ever read a

Table 26

Where Radio News was Heard

	Heard News on Radio	----------Location---------- In a Car	At Home	At Work
All Adults	45%	24%	22%	7%
By Age				
18-24	46%	28%	21%	8%
25-29	50	31	22	10
30-34	54	34	17	10
35-44	47	32	19	9
45-54	47	26	20	8
55-64	41	15	28	2
65+	35	7	28	1
By Education				
Not High School Graduate	33%	9%	24%	3%
High School Graduate	46	24	23	8
Some College	54	35	21	8
College Graduate	49	34	20	5
By Income				
Less than $10,000	32%	7%	23%	2%
$10,000-$14,999	42	19	22	6
$15,000-24,999	46	26	22	8
$25,000-39,999	49	27	23	9
$40,000+	55	38	20	9
By Sex				
Male	48%	29%	18%	8%
Female	43	20	26	5
By Race				
White	48%	26%	23%	7%
Black	34	20	15	4
By Newspaper Use				
Frequent Readers	49%	27%	24%	7%
Infrequent Readers	43	25	20	7
Nonreaders	37	15	23	4
By Employment				
Total Employed	52%	34%	19%	11%
Total Not Employed	35	11	28	--

Question: "Did you happen to listen to the radio at any time yesterday? (IF YES) Did you listen to any news on the radio at any time yesterday? (IF YES) Was that at home in your car, or some other place?"

newsweekly. The American West (59%), which typically is only third out of the four regions in its readership of newspapers, leads all other regions in adult readership of newsweeklies. (See Table 27)

Two-thirds (67%) of newspaper readers said they regularly read or look at other types of magazines. The demographic variations on this measure are similar to but more pronounced than those seen for newsweeklies. Younger adults, the better educated or more affluent, and loyal newspaper readers are all above average in their magazine readership. The age dip for reading of other magazines is in the 45-54 age group, compared to the dip for newsweeklies among 25-34 year olds. (These data on magazine readership, based only on newspaper readers, may differ from other data based on reading by adults in general.)

Books

One-third (34%) of newspaper readers said that they are currently reading a book, about half of whom are reading a nonfiction book. As expected, college graduates and those with some college are much more likely than others to be reading books. More women than men (41% vs. 28%) and more frequent than infrequent newspaper readers (38% vs. 29%) reported book reading. There are some geographical differences: 45% of those living in the West said they were reading a book vs. fewer than three in ten (27%) Southerners. Northeasterners (36%) and residents in North Central states (35%) were average book readers. (See Table 28)

Table 27

Reading of Newsweeklies and Other Magazines Among Demographic Groups

	Subscribes to any newsweekly	Reads one or more newsweekly	Regularly reads other magazine(s)
Newspaper Readers (Version A)	13%	54%	67%
By Age			
18-24	7%	58%	71%
25-29	16	49	68
30-34	6	44	68
35-44	17	54	72
45-54	11	56	56
55-64	16	55	69
65+	17	55	65
By Education			
Not High School Graduate	5%	35%	48%
High School Graduate	9	52	62
Some College	16	58	80
College Graduate	27	71	84
By Income			
Less than $10,000	6%	43%	52%
$10,000-14,999	8	56	68
$15,000-24,999	11	48	59
$25,000-39,999	19	57	73
$40,000+	20	67	83
By Sex			
Male	13%	55%	66%
Female	13	52	69
By Newspaper Use			
Frequent Readers	15%	56%	72%
Infrequent Readers	12	50	61
By Region			
Northeast	17%	54%	59%
North Central	11	49	72
South	10	54	67
West	19	59	69

Question: "Here's a list of news magazines. (*Time*, *Newsweek*, *U.S. News and World Report*.) Which ones, if any, do you ever read or look at? (FOR EACH)
Do you subscribe to it? Aside from news magazines, are there any other magazines you regularly read or look at?"

Table 28

Who's Reading a Book?

	Book Readers	Non-Fiction*
Total Newspaper Readers	34%	17%
By Education		
Not High School Graduate	25%	10%
High School Graduate	24	13
Some College	41	22
College Graduate	55	27
By Sex		
Male	28%	14%
Female	41	20
By Use of Newspapers		
Frequent Readers	38%	19%
Infrequent Readers	29	15
By Region		
Northeast	36%	21%
North Central	35	17
South	27	15
West	45	17

*Proportion currently reading a book of fiction is not shown.

Question: "Do you happen to be reading any books currently?

(IF YES) Is that fiction or nonfiction?"

Newspaper Habits and Political and Social Participation

News about politics is a staple of newspaper coverage, one that is read by most and given relatively high ratings. It follows that newspapers are a prime source of news about political events, particularly about elections, for their readers. And they affect the way people vote. In this study, 64% agreed that newspaper coverage of elections helps them "decide how to vote," and 59% rated newspapers as more important than TV or as equal to it in playing the role of citizen or voter.[1] How do readers and nonreaders compare with others in their political habits and attitudes? We asked respondents about their past voting and current registration status, as well as their general feelings of "political efficacy," based on an attitude item widely used to denote a sense of disaffection or powerlessness. Further, to measure the status of readers and nonreaders as community activists, we asked two questions about membership in organizations and office-holding.

First, 63% of the respondents said they voted in the 1984 presidential elections, a proportion that exceeded the official count (53%) but that compares well with the Census Bureau estimate of 60% based on a 1984 postelection survey. (Overclaiming and the passage of time have been shown to affect survey-based estimates such as these.) And (as of October 1987), seven in ten (70%) said they were "currently registered and eligible to vote" in their election district. The widest variations on these measures of political activism are seen in relation to age, socioeconomic status (income and education), and newspaper readership. While only 27% of those age 18-24 voted in 1984,[1] more than three-fourths of those over age 45 voted. The disparities in voting by educational level are equally striking. For example, 82% of college graduates voted in 1984, compared with 47% of those without a high school diploma. A similar trend is seen with respect to income, with a steady increase in the proportion voting as one ascends the income ladder. It is not surprising, therefore, that frequency of reading is strongly correlated with voting, inasmuch as these demographic variables are in turn closely related to readership. Thus, 75% of frequent readers voted, compared with 55% of infrequent newspaper readers, and only 45% of nonreaders. (See Table 29)

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[1] For findings on these measures see How Readers Rate Their Newspapers (Newspaper Advertising Bureau, 1988), pp. 17-26.

The same pattern can be observed in people's eligibility to vote as indicated by current registration. Older adults, those with higher socioeconomic status, and loyal newspaper readers are all much more likely to be registered. The consistency of results on these measures of political behavior reaffirms the special value of newspapers for the more politically articulate and active members of the American electorate. Those with stronger newspaper reading habits are disproportionately influential in affecting election outcomes.

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[1] A segment of this age group was ineligible to vote in November 1984, but the incidence of voting among those who were eligible at the time remains well below average.

Table 29

Political and Social Participation Among Demographic Groups

	Political Items:			Community Role:	
	Voted in 1984	Currently Registered	Opinion Counts[1]	Member of Active Group	Office Holder
All Adults	63%	70%	34%	41%	20%
By Age					
18-24	27%	50%	29%	26%	8%
25-29	53	57	26	28	8
30-34	58	57	37	36	14
35-44	66	69	39	47	26
45-54	78	82	43	45	22
55-64	77	82	36	51	32
65+	81	85	30	47	28
By Education					
Not High School Graduate	47%	61%	27%	26%	10%
High School Graduate	62	70	31	38	17
Some College	66	68	41	47	25
College Graduate	82	81	46	58	35
By Income					
Less than $10,000	41%	52%	26%	30%	11%
$10,000-14,999	52	59	32	31	14
$15,000-24,999	66	71	38	44	22
$25,000-39,999	72	75	39	45	25
$40,000+	72	78	38	49	29
By Sex					
Male	65%	71%	33%	41%	21%
Female	62	68	36	40	20
By Race					
White	68%	72%	37%	43%	22%
Black	58	72	37	37	18

Table 29 (Continued)

Political and Social Participation
Among Demographic Groups

	Political Items:			Community Role:	
	Voted in 1984	Currently Registered	Opinion Counts[1]	Member of Active Group	Office Holder
All Adults	63%	70%	34%	41%	20%
By Metro Size					
Non-metro	67%	76%	37%	43%	22%
50,000-249,999	66	72	33	40	20
250,000-999,999	62	67	33	43	22
1 million+	61	66	34	38	21
By Region					
Northeast	66%	71%	37%	42%	21%
North Central	63	70	40	41	20
South	63	70	31	39	19
West	60	66	31	42	22
By Use of Newspapers					
Frequent Readers	75%	78%	40%	47%	27%
Infrequent Readers	55	64	31	38	16
Nonreaders	45	57	24	25	9

[1] Proportion saying their opinion counts "a lot" or "some". (Among those surveyed, 10% said "a lot," 24% said "some," 31% said "a little," and 26% said "not at all." Another 9% gave no answer.)

Questions: "Did you happen to vote in the 1984 presidential election between Reagan and Mondale?"

"Are you currently registered and eligible to vote in the precinct or election district where you live?"

"How much do you think your opinion can count in influencing the actions and policies of the local government? Would you say... (a lot, some, a little, not at all)?"

"Are you currently a member of any groups or organizations that hold regular meetings, which you attend from time to time? (IF YES) Do you serve, or have you served as an officer of any of those groups or organizations?"

The attitude item measuring political disaffection ("How much do you think your opinion can count in influencing the actions and policies of the local government?") yielded similar, though less sharply differentiated results. Overall, a majority of Americans do not feel they can have much influence even at the local government level. But the proportions who felt that their opinions counted "a lot" or at least "some" varied significantly with socioeconomic status as well as with age. In the latter case, the age group that was relatively more likely to feel influential consisted of those in the middle years (age 35-54); the youngest and oldest were both lower in their self-appraisals. But, as with the political behavior measures, feeling influential goes along with newspaper reading: 40% of frequent readers felt their opinion counted, compared with only 24% of nonreaders.

As many studies of organizational participation have documented, membership in groups and office-holding are closely related to age and socioeconomic status. Overall, 41% of adults belong to some group or organization that holds regular meetings, which they attend "from time to time." And one-half of those who belong, or 20% of all adults, holds (or has held) an office in such associations. As with political activism, membership and office-holding vary significantly with age, education, income, and newspaper readership. Those in the categories above age 35 are relatively more active, as are those with greater educational attainments. (Office-holding increases even more steeply with age, reflecting the longer time periods during which older adults could have achieved an office.) And once again, newspaper readership is closely correlated with participation: frequent readers are almost twice as likely as nonreaders (47% vs. 25%) to be members. Occasional readers fall in between the two, both as members and as current or past office holders.

These five measures of political and social participation clearly demonstrate the significance of newspaper reading in the lives of those who comprise the most active and involved stratum in American communities. Consonant with their social and community status and their educational and economic achievements, they vote in elections and participate in associations and groups to an extent that is well above average for citizens in general. Hence, given the declining proportions of Americans who vote or who are active in community associations, those now reading a daily newspaper regularly (roughly half of all adults) exert a steadily expanding influence relative to those with weaker reading habits or to nonreaders. Their economic power as relatively more affluent consumers is paralleled by their political and community influence as leaders and activists in a wide range of settings.

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1987 Newspaper Readership Study

A Methodological Report

Newspaper Advertising Bureau, Inc.
1180 Avenue of the Americas
New York, New York 10036
212 921 5080

RESPONSE ANALYSIS
377 WALL STREET
POST OFFICE BOX 158
PRINCETON, NEW JERSEY 08542
(609) 921-3333

1987 NEWSPAPER READERSHIP STUDY

A Methodological Report
to the
NEWSPAPER ADVERTISING BUREAU

August 1988

AN UPDATE ON NEWSPAPER READERSHIP AND CONTENT

PREFACE

In October 1987, the Newspaper Advertising Bureau conducted the latest in a series of nationwide studies of newspaper readership and content. This study was sponsored by the Readership Task Force of the Future of Advertising Project. The fieldwork for the survey, data processing, and tabulations were executed by the Response Analysis Corporation, NJ. Interviewing was balanced across days of the week, Tuesdays - Saturdays; in all, interviews were completed with one adult member within a stratified probability sample of 2,049 households.

Two versions of the questionnaire were used in the interview to cover a wide range of topics, e.g., newspaper buying patterns; reading of daily newspapers and television viewing in three day parts; exposure to other news media; readers' content preferences and reading behavior (daily and Sunday); ratings of various dimensions of newspaper performance and utility; and detailed demographic information. Some of the items were repeated from earlier studies in order to monitor trends; others were developed to reflect new topics or issues of relevance to the newspaper business.

During the interview, readers of yesterday's daily newspaper were taken through a copy of it and asked about pages opened to and looked at from among a sample of six randomly selected spreads (12 pages). The sampled pages were coded for content and format, e.g., predominant editorial content or section, location in the paper, balance of editorial to ad content, presence of color, etc. Certain attributes of the newspaper read by each reader were also coded, e.g., circulation size, broadsheet or tabloid, publication cycle, number of pages, etc. The survey data have been weighted to take account of sampling design considerations and to adjust for variations in response among certain demographic segments of the adult population.

The results of this survey are presented in a series of reports, dealing with circulation, newspaper reading habits, ratings of the newspaper, the Sunday newspaper, newspapers as an advertising medium, and cable and VCR incidence and use.

The project was directed by Albert E. Gollin of the Bureau's Research Department. This technical report was prepared by Diane Schrayer, who directed Response Analysis' work on this study, with the assistance of Joe Townsend, Andrew Kulley, and John Hall.

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- Questionnaires and Exhibit Materials

I. INTRODUCTION

This report discusses technical aspects of designing the study, conducting the interviews, weighting the data, and interpreting the results. The report is divided into five sections, including Section I: Introduction.

In Section II, Sample Design, we discuss selection procedures down to the household level (PSUs, SSUs, and blocks), selection of respondents within households, and selection of pages within newspapers.

Section III, Interviewing, presents data by which one may evaluate and understand the data collection effort. Topics discussed include:

1. Interviewer training
2. Incentives, bonuses
3. Field results

Section IV, Weighting and Data Processing, explains the overall rationale for weighting the survey data, the methods chosen, weights computed, and weights recommended for use. Separate discussions are presented for respondent weights and for page weights. Key analytical variables are listed in this section.

Section V, Design Effects, is devoted to the effects of the design on sampling error. In this section, we present reasons for computing design effects, weighted and unweighted design effects, the estimated weighting effect, and the clustering effect. This section includes sampling tolerances.

The Appendix includes a copy of the questionnaire (A and B versions) and the interview exhibit materials. Copies of other survey materials are available from NAB.

II. SAMPLE DESIGN

This section explains the sampling methods used for the Newspaper Advertising Bureau's 1987 Newspaper Readership Survey. As described more fully below, we used a subsample of 200 interviewing areas (Secondary Selection Units or SSUs) from RAC's national area probability sample of 100 Primary Sampling Units (PSUs). Within each interviewing area, we selected one block, and from that block we randomly selected approximately 23 housing units. Extra units were selected in a random subsample of blocks that had grown by more than expected, to compensate for areas that yielded fewer units than expected and to ensure that areas with new growth were adequately represented.

RAC's national sample consists of 100 Primary Sampling Units (PSUs) or PSU-equivalents, based on 1980 Census data and definitions and selected from the 48 contiguous United States. From these PSUs, 400 Secondary Selection Units (SSUs), or interviewing areas, have been selected; 200 of the SSUs are reserved for studies requiring the oversampling of Black or Hispanic households, and the remaining 200 are used for general population surveys. Each PSU consists of a Metropolitan Statistical Area (MSA) or, in non-MSA areas, a county or group of counties with a minimum (1980) population of 80,000 persons. SSUs are Census Block Groups (BGs) or Enumeration Districts (EDs) or groups of BGs or EDs with a minimum population of 4,000.

In the remainder of this section, we first discuss in more detail the selection of PSUs and SSUs for the 1987 Newspaper Readership Survey. We then discuss how the sample was selected at the block, household, and individual levels and how newspapers and pages were selected.

A. Selection of Primary Sampling Units

Before selecting PSUs for RAC's national probability sample, orderings were established:

- Counties serpentine within MSAs (Metropolitan Statistical Areas)
- MSAs serpentine within state
- Non-MSA counties serpentine within state
- MCDs (minor civil divisions) within county
- Block Groups and Enumeration Districts within county
- States within Census divisions
- Divisions within Census regions
- Regions within U.S.

Next, three first-stage strata were defined:

- The 25 most populous MSAs
- All other MSAs
- All non-MSA counties (or equivalents)

Using the ordering and stratification defined above, a single listing of the entire continental United States population was constructed, using counties or county equivalents as units of aggregation. Independent cities were treated as county equivalents, as was the District of Columbia. In New England, NECMAs (New England County Metropolitan Areas) were used as county equivalents.

These ordered listings were then used as a basis for selection of primary areas. The stratum containing the 25 largest MSAs was defined to be self-representing and was considered to contain 35 Primary Sampling Unit (PSU) equivalents. The listings for the "other MSA" and "non-MSA counties" strata were combined and then divided into 65 equal-sized "paper zones." One PSU was then selected with probability proportional to size (PPS) from each of these 65 zones, yielding the desired 100 PSUs.

The selected PSUs were defined in terms of MSAs in the "other MSA" stratum and as single counties or groups of non-MSA counties in the "non-MSA counties" stratum. If the county was selected to define a PSU in the "non-MSA counties" stratum and that county had insufficient population to meet practical requirements for surveys over a period of years, an additional county (or counties if necessary) was "added" to the initially selected county until the total population was deemed sufficient (i.e., in excess of 80,000). The entire population in the top 25 MSAs was carried forward to the second selection stage; therefore, at the first stage, no selection actually occurred in the certainty stratum.

B. Selection of Secondary Selection Units

SSUs were selected in three stages. At the first stage, the entire population carried forward from the PSU selection was divided into 400 second-stage paper zones, and secondary sampling units (SSUs) were selected from within these zones. The zone size was fixed at 1/400 of the total population within the self-representing primary areas but was adjusted by a factor, G, for all other areas. This factor, where G = (PSU population/first-stage paper zone population), in effect equalizes the probability of selection of SSUs across the various PSUs by taking into account the probability of selection at the first stage. Throughout all strata, SSUs were defined in terms of Block Groups in tracted/blocked areas and in terms of Enumeration Districts in nonblocked areas. A target of 5,000 persons was used in building SSUs from their component pieces.

Five hundred and twenty (130 x 4) SSUs were selected systematically with probability proportional to size (PPS) from self-representing areas at this stage in the selection process. Four SSUs were selected from each of the 130 zones into which the self-representing population was mapped. For the certainty areas, the second-stage zone size was a constant 1/400 of total population (562,947.5).

Given a target of 400 locations and given that the certainty stratum had yielded 130 zones, 270 zones were needed from the remaining non-self-representing (NSR) strata. Because the second-stage zone size in the NSR areas had to be adjusted by G (as noted above) at the PSU level and because 270 is not an integer multiple of 65 (the number of non-self-representing PSUs), the second-stage zoning of the NSR population carried forward from the first stage was done in two steps. First, four (4) "adjusted" zones were drawn for each of 65 NSR PSUs, producing 260 zones. However, given that ten additional zones were needed to get to the target of 270 zones (which, added to the 130 zones from the certainty areas, would produce the desired 400 locations), only 260/270 (or 96.3%) of the population in the NSR areas was used in building this set of 260 zones. That is, 3.7% of the population in each NSR PSU was randomly selected -- in SSU units -- into a "pool" from which ten additional zones were built.

The end result was 1,040 SSUs selected from the noncertainty strata, which were carried forward to the third selection stage. Added to the 520 SSUs selected from the certainty strata (as described above), a total of 1,600 SSUs were carried forward to the third selection stage.

The pool of 1,600 SSUs carried forward from the prior selection stage was systematically divided into two subsets of 800 each. One subset was earmarked for the "regular" sample and the other for studies requiring oversampling of Black and Hispanic households.

The third stage of selection of SSUs from the regular pool was straightforward. The regular pool of 800 SSUs was systematically subsampled to yield 1/4 of 800, or 200 SSUs. Third-stage SSU selection from the minority pool is not discussed here because no minority oversampling was required for the proposed study.

C. Selection of Blocks and Block Equivalents

Each SSU consists of one or more Census Block Groups (BGs) and/or Enumeration Districts (EDs). One of these was selected with probability proportional to size (PPS). If a Block Group was selected, we first combined blocks within the BG so that all blocks (even those with no housing units in 1980) had a chance of selection and so that no block or group of blocks had fewer than 30 (1980) units. Then one block or group of blocks was selected with PPS. If an ED was selected that had been segmented in a previous study, we selected one segment with PPS; if an ED was selected that had not been previously segmented, it was divided into segments by the interviewer prior to the starting date of interviewing, and then one segment was selected with PPS.

D. Selection of Housing Units

Each block or group of blocks was assigned a measure of size (MOS) of 1987 estimated housing units, calculated as 1.03 times the 1980 Census count of housing units. Given our assumptions of a 7% vacancy rate and a 50% response rate, we estimated that we would need a little less than 4,500 housing units to complete the study. We also knew that some areas would have fewer units than expected and that, because of the schedule and design considerations, this shortfall could not be fully made up by taking additional units from areas with more units than expected. Because of this, our initial target was set at 23 units per area.

Areas were listed or segmented and listed as described below. Interviewers were given a map of the area (block, group of blocks, or ED) with a pseudo-random starting point marked on the map by office staff. Listing and segmenting was to start at this point and proceed according to set instructions.

Blocks or groups of blocks with an MOS of at least 100 units and blocks discovered in the field to have at least 100 housing units, as well as EDs, were divided into segments of approximately 23 units; one unit was selected with PPS and all units in the segment listed and selected for interviewing.

Where a block or group of blocks had a measure of size (MOS) of fewer than 100 units, the within-block selection rate was set at 23/MOS. A computer-generated listing sheet was prepared with MOS lines, 23 of which were randomly marked for interviewing. Extra lines were provided for cases where the number of units listed was greater than MOS but less than 100; however, no selections were made beforehand for those lines, and interviewers were instructed to not do anything about those units unless the number listed exceeded MOS by five or more.

During the design phase of the study, the issue was raised of making sure "new construction" was properly included in the study. One step already in the design that helped ensure this coverage was the inclusion of blocks with no units found in the 1980 Census. In theory, this gave every geographic area in the continental U.S. a chance of inclusion -- most pertinently, those that had no units in 1980 but that had since had residences built on them.

Another strategy was also devised to give new units adequate representation. A growth stratum was created that included areas that had more units than projected (i.e., more than the block's MOS). Twenty of these areas were selected with probability proportional to growth, and five additional units were selected in each. This strategy also gave the units on the "extra" lines on listing sheets a theoretical chance of inclusion, which it might have been argued they did not have before.

Because of a greater than expected shortfall in listings (see discussion in Section III, below) additional selections were made in many areas not selected for the growth stratum. In areas where the interviewer reported that the number of selected units was less than 23, additional selections were made. If 23 or fewer units were available, all were selected; in other cases, enough units were selected to bring the total to 23.

E. Selection of the Respondent Within Household

Within households, all adults were enumerated and one selected at random using a set of "Kish" selection table(s). Six tables (each with a different selection pattern) were used and randomly assigned to households. This procedure was used to ensure that all age/sex groups had their proper chance of coming into the survey.

F. Selection of Newspapers and Pages

Respondents classified as "yesterday readers" were asked (if they reported reading one of the eligible newspapers) to scan pages from the newspaper they read yesterday. Six numbered pages were chosen randomly from each paper and paired with their adjacent "spread" pages. A spread was defined as either the first and last pages of a paper, or within the paper, two "facing pages." Only daily newspapers with minimum circulation (as defined by NAB -- at least 5% penetration in the interviewing area) for the sampled areas were included in the study. If a respondent read more than one included paper yesterday, one paper was chosen randomly.

Page selections were made systematically ("every nth") after a random start. This helped ensure an even distribution of selected pages throughout the sections of the paper. The sampling tables used in selecting the six pages took into account the interviewing days -- which were evenly balanced across Tuesdays - Saturdays to ensure average weekday readership levels for "yesterday's" (Monday - Friday) daily paper -- and the total number of pages in the paper used in the interview.

Selecting "internal" spreads was complicated by several factors:

- Some papers are numbered by section (e.g., A-1, A-2 . . ., B-1, B-2 . . ., etc.).
- Advertising, editorial, or other sections are often inserted, frequently having their own page numbering.
- Pages inserted at the last minute may be numbered differently (e.g., three pages inserted between 11 and 12 may be numbered 11-A, 11-B, 11-C).

The following general rules were adopted to deal with these problems:

- Inserts that were fully advertising were not counted as part of the paper.
- Where papers are regularly divided into several physically separate sections, the pages after the first section were renumbered (e.g., if Section A had 16 pages -- A-1 to A-16 -- B-1 was renumbered page 17).
- If a paper is divided into sections, the first page of a section formed a spread with the last page of the prior section.
- If a section (other than an advertising insert) was inserted (e.g., in a tabloid), the pages of the insert were renumbered, starting with the number after the number of the last "regular" page.

Pages corresponding to the number of the six initially sampled pages that made up a spread (or pair) were marked by the interviewers during the process of preparing the newspapers for next-day interviewing. Thus, for every reader, a specially defined subsample of six spreads or pairs, 12 pages in all, became the basis for the measurement of page opening.

III. INTERVIEWING

Interviewing took place from October 6 to October 30, 1987. Most interviews were completed by October 20th. Prior to the field period, interviewers were sent written instructions and completed a practice interview, which was evaluated by Response Analysis central office staff. Any problems were discussed with interviewers before they began their assignment.

Respondents were asked to complete a return postcard with their name, address, and phone number. Upon receipt of this postcard, respondents were sent $1.00 and became eligible for a $1,000 cash prize, which was awarded after a drawing at the end of the interviewing phase.

Because of the necessity for quick turnaround and interviewing that was evenly distributed over the days of the week, interviewers were eligible for a bonus under these conditions: interviewers received a bonus for each completed interview beyond the eighth completed interview if one or more interviews were conducted on at least four out of the five days, Tuesday through Saturday.

FIELD RESULTS

	Number of Households	Percent
TOTAL ASSIGNED	4,615	
Not Eligible	330	
Vacant	309	
Not dwelling units	21	
TOTAL ELIGIBLE	4,285	100%
No one home	551	12.9%
Respondent not available during field period	188	4.4
Refusals	983	22.9
Other non-interview (language; illness; interview not usable, e.g., face sheet not returned)	514	12.0
COMPLETED INTERVIEWS	2,049	47.8

As noted earlier, 200 locations were selected for this sample. Four locations could not be listed, and three others produced no interviews, for the following reasons:

- In two areas, all housing units had been demolished or destroyed.
- One area was completely commercial and contained no residential housing units.
- One area was vacant -- "all grass."
- One area was entirely Hispanic; the interviewer reported that no selected respondents could do the interview in English (there was no Spanish version available, and potential interpreters felt the interview was too complex).
- Interviewers in two locations claimed that they had mailed in their work, but it was never received at our offices.

Interviewers carried copies of "yesterday's" daily newspapers with at least 5% penetration in the interviewing area.

Respondents were classified into the following categories, based on their answers to a series of questions on newspaper reading patterns:

Yesterday Reader:

Read or looked at one or more daily papers the day before the interview took place.

This category includes both those who had read or looked at one or more of the "designated" newspapers (that is, the newspapers the interviewers carried with them) and those who had read or looked at a nondesignated daily paper. The latter might include a daily paper not typically sold in the region or one with very low circulation in that area.

Yesterday Nonreader:

Read or looked at a daily newspaper within the past seven days but not "yesterday."

Newspaper Nonreader:

Had not read a daily paper within the past week and does not look at one even once in a while.

Of those classified as yesterday readers, 966 were taken through a copy of the local daily newspaper to collect page-opening data, and, of these, 888 had data deemed adequate for the page-opening analysis.

IV. WEIGHTING AND DATA PROCESSING

In this section, we first discuss weighting of respondent-level data. Next we cover page weighting, which applies only to yesterday readers who were taken through a paper. Weighting of survey data was required for several reasons:

- Sampling rates for households are not equal; the sample used could have produced approximately equal rates, but because of the additional selections made for the growth stratum and to deal with the shortfall of listed units, probabilities at the household level vary substantially.
- One respondent was selected from all adults in a household; thus, a respondent's chance of selection varies with household size.
- Among locations where interviews were completed, response rates varied substantially.
- Where respondents were taken through papers, the probability of a page's being selected varied with the total number of pages in the paper, and not all selected pages yielded complete, comparable data.

A. Respondent Weighting

Respondent weighting consisted of two stages. In the first stage, each respondent was assigned a weight inversely proportional to his or her probability of selection and inversely proportional to the response rate in the stratum to which his/her location was assigned. (Initially we defined a stratum as a Census region within first-stage strata, i.e., 25 most populous MSAs, other MSAs, and non-MSA counties. However, there were too few observations within some of the 27 strata so defined, so several were collapsed, resulting in 19 strata being used for this adjustment.)

In the second stage of weighting, sample proportions were weighted, using iterative proportional fitting, to bring them in line with 1984 Current Population Survey proportions based on race, ethnicity (Hispanic vs. non-Hispanic), age, sex, and education.

B. Page Weighting

Weights were computed for pages and spreads because they were selected with different probabilities. An equal number (6) of spreads (two facing pages or a front and a back page) were randomly chosen for each newspaper asked about. If newspaper A on day one has 50 pages and newspaper B on day three has 100 pages, the spreads and pages selected from A on day one have twice the chance of selection of those selected for B on day three, and so should get half the weight.

If all pages and spreads were correctly selected and if there were no missing data, a set of weights to adjust for differential probabilities of selection would be all that would be needed. One weight could be used for spreads and pages. The probability of selection of a page in a paper is the same as that of a spread, since a spread always consists of two pages. Because not all pages and spreads were selected correctly and because there are missing data for certain pages, adjustments were made. It was decided that only those pages correctly selected as part of spreads would be used in the analysis. Since we were not using pages that were not part of spreads, we also needed to adjust the number of pages used up to the number of pages that were to have been selected. This adjustment is analogous to a response rate adjustment.

The basic page weight computed for the page-opening analysis is then the ratio of the total number of pages in a paper to the number of pages from that paper used in the analysis.

Because only those cases where three or more spreads were correctly chosen by the interviewer are used in the page-opening analysis, we decided to compare the characteristics of respondents used for the analysis to those yesterday readers who were taken through a paper but who did not meet the criteria for inclusion in the page-opening analysis.

An initial examination of some pertinent banners showed that the proportion of page openings was substantially lower among larger papers (81 or more pages), on both a weighted and unweighted basis, than the proportion for smaller papers. Since pages are weighted in proportion to the total number of pages in the paper in which they appear, this would account for much, if not all, of the decrease introduced by weighting. Lower page-opening rates were also found to be associated with residence in a large metropolitan area and with reading a paper with a large circulation. (This is not surprising since the metro classification of residence and newspaper circulation correlate with the average number of pages in a newspaper.)

We compared those respondents included in the page-opening analysis with all readers who were taken through a paper. Comparisons were based on the number of pages in the paper read and a variety of variables, including race of respondent, circulation of the paper read, and metro area status of the respondent. The differences in these distributions were very small (less than a percentage point in most cases), and adjusting for these differences would have not affected page-opening levels by more than a minuscule amount.

Thus, the weighted data on page opening are based on the attributes of papers read by those with at least three (out of six) spreads correctly selected. The weights ascribed to those individual respondents are augmented by the weights assigned to their papers, based on the total number of pages in that day's daily newspaper.

V. DESIGN EFFECTS AND SAMPLING TOLERANCE TABLES

Departures from simple random sampling (direct selection, with equal probability and without replacement, of n elements from a large universe of N elements) result in sampling errors different (usually larger) than would be obtained from a simple random sample of the same size. Because standard tables and computer programs are based on assumptions of simple random sampling and because the estimation of sampling errors from complex samples is cumbersome, it is standard procedure to compute average design effects (the ratio of the sampling error for the obtained sample to that of a simple random sample with the same number of elements) for complex samples.

Several aspects of the design used for the present study require the computation of design effects:

- Stratification was used (this often decreases sampling error, or somewhat offsets the increases resulting from other factors)
- Elements (individual respondents) were not selected directly but in several stages of an area probability sample. We first selected PSUs, then SSUs, blocks, and households. These units are referred to as clusters, and the effect of using such a method is called a clustering effect. Clustering almost always increases sampling error, as compared with simple random sampling.
- Unequal probabilities of selection were used, which required the use of sample weights; also weights were used to adjust for differential response rates and to adjust sample characteristics to CPS figures. Weighting also usually increases sampling error.

Design effects were computed using proportions because the computation of simple random sample variances is straightforward for proportions and because many of the variables of analytic interest are proportions. However, the design effects estimated can be applied to other variables, such as means and totals.

The steps used to estimate design effects are described below.

Sampling error and design effects were estimated for three groups of variables:

a. demographic/economic (e.g., sex, race, age, education)

b. behavioral (e.g., readership, home delivery)

c. attitudinal (e.g., ratings of newspaper performance, uses)

For each of these groups of variables, we computed variances for proportionate variables using three different sets of assumptions:

a. Assuming the sample is a simple random sample (srs). Under this assumption the variance of a proportion (p) is:

$$\mathrm{Var}(p)\ srs = [(p)*(1-p)]/(n-1)$$

where p is the proportion of the sample having a given characteristic and n is the unweighted sample size.

This computation ignores the finite population correction factor which is negligible in a national sample of only 2,000 observations.

b. Assuming that the sample employs a complex design and the data are unweighted, the variance -- Var(r)u (where u signified that unweighted data are used) -- is computed for the ratio estimate (r) of a proportion (p) using a formula for "paired selections." Using this method, PSUs are geographically ordered within strata defined by Census region and metropolitan status, and pairs are formed from PSU adjacent on this ordered listing. The variance is computed within each pair (H) of PSUs and then summed over the entire sample of PSUs.

$$\mathrm{Var}(r)u = \frac{\underline{\mathrm{Sum}}\ d^2\underline{Zh}}{x^2}$$

where: u = unweighted
$r = y/x$
y = Sum of y_i
x = Sum of x_i = # of observations

$$d^2Zh = [(yh_1 - rxh_1) - (yh_2 - rxh_2)]^2$$

where h1 and h2 are the first and second PSUs in pair H.

c. Assuming the design is complex and the data are weighted. The variance, Var(r)w is computed using the above formula with weighted data, that is, w = weighted.

We then used the variances to compute design effects:

d. First DEFF (the overall design effect, or increase in variance) and WEFF (the design effect due to weighting) were computed:

$$\mathrm{DEFF} = \frac{\mathrm{Var}(r)w}{\mathrm{Var}(p)srs}$$

$$= 1 + [\mathrm{ROH} * (b^* - 1)] * \mathrm{WEFF}$$

where ROH is a measure of within cluster homogeneity and b^* is the average number of cases per cluster (PSU).

$$\mathrm{Var}(r)u/\mathrm{var}(p)srs = 1 + [\mathrm{ROH} * (b^* - 1)]$$

$$\mathrm{WEFF} = \frac{\mathrm{Var}(r)w}{\mathrm{Var}(r)u}$$

e. We then decomposed to get ROH, b, and WEFF.

f. We computed average ROH and WEFF for groups of variables.

VARIABLE CLASS

	Behavioral	Demographic	Attitudinal
Avg. ROH	0.0792	0.1061	0.0537
Avg. WEFF	1.3030	1.2248	1.2132

g. Finally, we computed average design effects (AVDEFF) for each of the groups of variables. The square root of AVDEFF, denoted AVDEFT, is the factor by which simple random sample standard errors and confidence intervals ("tolerances") are expanded. The same convention is used with DEFF and DEFT.

The table below shows the expected increases in standard errors and confidence intervals (AVDEFT) due to clustering and weighting, by subsample size.

	VARIABLE CLASS		
Subsample Size	Behavioral	Demographic	Attitudinal
2050	1.8323	1.9529	1.5847
2000	1.8178	1.9358	1.5742
1900	1.7887	1.9013	1.5530
1800	1.7590	1.8660	1.5314
1700	1.7288	1.8302	1.5095
1600	1.6981	1.7936	1.4873
1500	1.6668	1.7562	1.4648
1400	1.6350	1.7180	1.4419
1300	1.6025	1.6790	1.4187
1200	1.5693	1.6390	1.3950
1100	1.5354	1.5980	1.3710
1000	1.5007	1.5560	1.3465
900	1.4653	1.5128	1.3216
800	1.4289	1.4683	1.2962
700	1.3916	1.4224	1.2703
600	1.3532	1.3750	1.2438
500	1.3138	1.3259	1.2168
400	1.2731	1.2749	1.1891
300	1.2311	1.2217	1.1608

SAMPLING ERROR TABLES
(95% CONFIDENCE LEVEL)

For data based on respondents, demographic variables

	Sampling Tolerances Applicable to Percentages At or Near These Levels					
Approximate Size of Sample	5% or 95%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,049	1.8	2.5	3.4	3.8	4.1	4.2
2,000	1.8	2.5	3.4	3.9	4.1	4.2
1,800	1.9	2.6	3.4	3.9	4.2	4.3
1,600	1.9	2.6	3.5	4.0	4.3	4.4
1,400	1.9	2.7	3.6	4.1	4.4	4.5
1,200	2.0*	2.8	3.7	4.2	4.5	4.6
1,000	2.1*	2.9	3.8	4.4	4.7	4.8
800	2.2*	3.0	4.1	4.6	5.0	5.1
600	2.4*	3.3	4.4	5.0	5.4	5.5
400	2.7*	3.7	5.0	5.7	6.1	6.2
200	3.5*	4.9*	6.5	7.4	7.9	8.1

To use this table, find the row corresponding to the size of the sample base for the proportion in question and read across to the column that corresponds to the size of the proportion. The figure at this location represents the 95% tolerance level for the proportion in question, or the amount that must be added to and subtracted from the proportion in question to construct the 95% confidence interval around the proportion in question.

- For proportions based on the entire sample, use the first row.
- For base sizes different from those shown, use the next smallest base that appears in the table.
- For proportions other than those shown, round toward 50%.

These figures reflect and average rate of homogeneity of 0.1061 and an average weighting effect of 1.2248.

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*Confidence Intervals may be unreliable because relative standard error exceeds 0.20.

SAMPLING ERROR TABLES
(95% CONFIDENCE LEVEL)

For data based on respondents, attitudinal variables

	Sampling Tolerances Applicable to Percentages At or Near These Levels					
Approximate Size of Sample	5% or 95%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,049	1.5	2.0	2.7	3.1	3.3	3.4
2,000	1.5	2.1	2.7	3.1	3.4	3.4
1,800	1.5	2.1	2.8	3.2	3.4	3.5
1,600	1.6	2.2	2.9	3.3	3.6	3.6
1,400	1.6	2.3	3.0	3.4	3.7	3.8
1,200	1.7	2.4	3.1	3.6	3.9	3.9
1,000	1.8	2.5	3.3	3.8	4.1	4.2
800	2.0*	2.7	3.6	4.1	4.4	4.5
600	2.2*	3.0	4.0	4.6	4.9	5.0
400	2.5*	3.5	4.7	5.3	5.7	5.8
200	3.4*	4.7*	6.3	7.2	7.7	7.9

To use this table, find the row corresponding to the size of the sample base for the proportion in question and read across to the column that corresponds to the size of the proportion. The figure at this location represents the 95% tolerance level for the proportion in question, or the amount that must be added to and subtracted from the proportion in question to construct the 95% confidence interval around the proportion in question.

- For proportions based on the entire sample, use the first row.
- For base sizes different from those shown, use the next smallest base that appears in the table.
- For proportions other than those shown, round toward 50%.

These figures reflect and average rate of homogeneity of 0.0537 and an average weighting effect of 1.2132.

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*Confidence Intervals may be unreliable because relative standard error exceeds 0.20.

SAMPLING ERROR TABLES
(95% CONFIDENCE LEVEL)

For data based on respondents, behavioral variables

	Sampling Tolerances Applicable to Percentages At or Near These Levels					
Approximate Size of Sample	5% or 95%	10% or 90%	20% or 80%	30% or 70%	40% or 60%	50%
2,049	1.7	2.4	3.2	3.6	3.9	3.9
2,000	1.7	2.4	3.2	3.6	3.9	4.0
1,800	1.8	2.4	3.2	3.7	4.0	4.0
1,600	1.8	2.5	3.3	3.8	4.1	4.1
1,400	1.9	2.6	3.4	3.9	4.2	4.3
1,200	1.9	2.7	3.5	4.1	4.3	4.4
1,000	2.0*	2.8	3.7	4.2	4.5	4.6
800	2.2*	3.0	3.9	4.5	4.8	4.9
600	2.4*	3.2	4.3	4.9	5.3	5.4
400	2.7*	3.7	5.0	5.7	6.1	6.2
200	3.6*	4.9*	6.6	7.6	8.1	8.2

To use this table, find the row corresponding to the size of the sample base for the proportion in question and read across to the column that corresponds to the size of the proportion. The figure at this location represents the 95% tolerance level for the proportion in question, or the amount that must be added to and subtracted from the proportion in question to construct the 95% confidence interval around the proportion in question.

- For proportions based on the entire sample, use the first row.
- For base sizes different from those shown, use the next smallest base that appears in the table.
- For proportions other than those shown, round toward 50%.

These figures reflect and average rate of homogeneity of 0.0792 and an average weighting effect of 1.3030.

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*Confidence Intervals may be unreliable because relative standard error exceeds 0.20.

APPENDIX

- Questionnaires

  (Two forms, both the same except Q. 35 to 51b. The "A" form is shown in its entirety. Specific questions (Q. 35 to 49c) for the "B" form are shown separately.)

- Exhibit Materials

QUESTIONNAIRE

FORM A

101-4

RAC 8208
091187
PASS 7

MEDIA STUDY

Questionnaire A

Location #: __________________ *5-10*

Housing Unit #: ________________ *11-12*

Time Began: ________________ am pm

Time Ended: ________________ am pm

Length: ____________________ *13-14*

IF RESPONDENT WAS TAKEN THROUGH A NEWSPAPER:

NEWSPAPER NAME: ____________________ *15-17*

DAY OF WEEK: ____________________ *18*

DATE ON NEWSPAPER: ____________________ *19-22*

1. First, some people feel that on most days they never have enough time to do all the things they want to do, some feel that they have too much time on their hands, and others find that time is not a problem. Which of these comes closest to how you usually feel?

1 NOT ENOUGH TIME
2 TOO MUCH TIME
3 TIME IS NOT A PROBLEM *23*
4 DON'T KNOW

HAND RESPONDENT EXHIBIT CARDS AND TURN TO CARD A.

2a. Here is a list of things people do in their spare time. Which of them, if any, do you do fairly often -- say at least once a month? Just tell me the letter next to those items. (RECORD IN COLUMN BELOW UNDER Q. 2a.)

		Q. 2a AT LEAST ONCE A MONTH	Q. 2b DIDN'T HAVE TIME FOR	
a. GO TO A MOVIE		1	1	
b. SPEND TIME WORKING ON A HOBBY		2	2	
c. EXERCISE, JOG, BOWL, OR TAKE PART IN SOME OTHER ACTIVE SPORTS	*24*	3	3	*25*
d. ATTEND A MEETING OF SOME KIND		4	4	
e. GO OUT TO ATTEND A SPORTING EVENT		5	5	

2b. And in the past month which of these things did you want to do -- or want to do more often -- but found you didn't have the time for it? (RECORD IN COLUMN ABOVE UNDER Q. 2b.)

3a. Now let's talk about yesterday and today. Can you recall anything in the news yesterday or today that was of particular interest to you? (PROBE: Was there something in the news that you personally found interesting?)

126
1 YES -- ASK Qs. 3b-e
2 NO
3 DON'T KNOW -- SKIP TO Q. 4

IF RESPONDENT RECOLLECTS ANYTHING ("YES") IN Q. 3a, ASK:

3b. What was it that was of particular interest to you? (ALL MENTIONS.)

______________________________ *27*

______________________________ *28*

______________________________ *29*

____

IF MORE THAN ONE MENTIONED ON Q. 3b, ASK:

3c. Which one was the most interesting to you? (CIRCLE ONE ANSWER ABOVE IN Q. 3b.)

3d. What were your main sources for this news? (PROBE: Are there any others?) (CIRCLE ALL THAT APPLY.)

		Q. 3d MAIN SOURCES	Q. 3e MAIN SOURCE	
a. TV		1	1	
b. NEWSPAPERS		2	2	
c. RADIO		3	3	
d. WORD-OF-MOUTH (OTHER PEOPLE)	*30*	4	4	*31*
e. OTHER SOURCE (SPECIFY) ______________________		5	5	
f. NO MAIN SOURCE/DON'T KNOW		6	6	

IF MORE THAN ONE SOURCE ON Q. 3d, ASK:

3e. Which of these, if any, would you say was your one main news source on that? (CIRCLE ONLY ONE.)

4. Now let me ask you a few questions about television and newspapers.

Some people feel that, generally, you can find out all you want to know about big news stories from newspapers. Others generally want the additional details that TV news programs give you on a big story. Which best describes the way you feel? (DO NOT READ CATEGORIES.)

1 PREFER THE NEWSPAPER
2 PREFER TV NEWS PROGRAMS
3 BOTH VALUABLE/WANT BOTH
4 DON'T KNOW

32

5a. How many working TV sets do you have in your home?	133	1 NONE -- SKIP TO Q. 6 2 ONE 3 TWO 4 THREE 5 FOUR OR MORE (2–5) -- ASK Q. 5b 6 DON'T KNOW -- SKIP TO Q. 6

IF "ONE OR MORE" IN Q. 5a, ASK:

5b. Do you have cable TV in your home?	34	1 YES -- ASK Q. 5c 2 NO 3 DON'T KNOW (2–3) -- SKIP TO Q. 5d

IF "YES" ON Q. 5b, ASK:

5c. In addition to the basic cable service, do you subscribe to any pay TV channel for which you pay extra each month? (e.g., HBO, SHOWTIME)	35	1 YES 2 NO 3 DON'T KNOW (1–3) -- SKIP TO Q. 5e

IF "NO" ON Q. 5b, ASK:

5d. Is there a cable service available that you could subscribe to, if you wanted to? (PROBE: Does a cable system pass by your house or apartment?)	36	1 YES 2 NO 3 DON'T KNOW
5e. And do you own a videocassette recorder (VCR)?	37	1 YES -- ASK Qs. 5f & 5g 2 NO 3 DON'T KNOW (2–3) -- SKIP TO Q. 6

IF "YES" ON Q. 5e, ASK:

5f. Did you use your VCR in the past week to record a TV program for viewing at another time? (IF NO: In the past month?)	38	1 USED IN PAST WEEK 2 USED IN PAST MONTH 3 DID NOT RECORD 4 DON'T KNOW
5g. Did you use it in the past week to see any films that you rented or borrowed? (IF NO: In the past month?)	39	1 USED IN PAST WEEK 2 USED IN PAST MONTH 3 DID NOT RENT 4 DON'T KNOW

6. Now I would like to talk with you about some things you did yesterday. Let's take the period from the time you woke up until the time you went to bed. For the next few questions, we will divide the day into three parts, as shown on this card.

SHOW CARD B TO RESPONDENT.

Let's begin with the first day part: from the time you woke up yesterday through the time you had your midday meal or when you usually have your midday meal . . .

6a. Did you watch any television during this time -- that is, from when you woke up through the time you had your midday meal? 41

1 YES
2 NO -- SKIP TO Q. 7a
3 DON'T KNOW -- SKIP TO Q. 7a

IF "YES" ON Q. 6a, ASK:

6b. Did you see any news on television? 42

1 YES
2 NO -- SKIP TO Q. 7a
3 DON'T KNOW -- SKIP TO Q. 7a

IF "YES" ON Q. 6b, ASK:

6c. How many times? 43

1 ONE
2 TWO
3 THREE
4 FOUR OR MORE
5 DON'T KNOW

SHOW RESPONDENT CARD C.

6d. Which newscaster and news program or channel did you watch? (DO NOT READ LIST. CIRCLE ALL THAT APPLY IN COLUMN BELOW UNDER Q. 6d.)

FOR EACH NEWSCASTER/PROGRAM/CHANNEL MENTIONED ABOVE, ASK:

6e. Was (FILL IN NEWSCASTER/PROGRAM/CHANNEL FROM ABOVE) a regular news program or just a newsbreak or bulletin? (RECORD BELOW UNDER Q. 6e.)

6f. In all, how much time would you say you spent watching the news during that part of the day?

__________ HOURS 44-46
__________ MINUTES
X DON'T REMEMBER

6g. Did you tune in specifically to watch the news at that time of the day or did the news happen to come on while you were watching? 47

1 SPECIFICALLY TUNED IN
2 CAME ON WHILE WATCHING
3 BOTH
4 DON'T REMEMBER

TAKE BACK CARD C.

		Q. 6d	Q. 6e			
		MENTION	REGULAR NEWS	NEWS-BREAK	DON'T KNOW	
a. NBC WORLD NEWS AT SUNRISE (Deborah Norville/NBC)	48	1	1	2	3	50
b. ABC WORLD NEWS THIS MORNING (Ted Duvall, Edie Magnus/ABC)		2	1	2	3	
c. CBS MORNING NEWS (Faith Daniels, Forrest Sawyer/CBS)		3	1	2	3	52
d. NBC BUSINESS NEWS BEFORE HOURS (Bob Jamieson/NBC)		4	1	2	3	
e. TODAY SHOW (Bryant Gumbel, Jane Pauley/NBC)		5	1	2	3	54
f. GOOD MORNING AMERICA (Charlie Gibson, Joan Lundun/ABC)		6	1	2	3	
g. THE MORNING PROGRAM (Mariette Hartley, Rolland Smith/CBS)		7	1	2	3	56
h. CNN -- CABLE NEWS NETWORK		8	1	2	3	
i. OTHER NETWORK TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) __________		9	1	2	3	58
j. PBS (PUBLIC BROADCASTING SERVICE) NETWORK SHOW (SPECIFY NEWSCASTER AND CHANNEL) __________		10	1	2	3	
k. OTHER CABLE TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) __________	49	11	1	2	3	60
l. LOCAL NEWS PROGRAM (SPECIFY NEWSCASTER AND CHANNEL) __________		12	1	2	3	
m. NOT SURE IF LOCAL OR CABLE (SPECIFY NEWSCASTER) __________		13	1	2	3	62
n. SAW OTHER NEWS BUT CANNOT SPECIFY OR CLASSIFY THE NEWSCASTER OR CHANNEL		14	1	2	3	63

7a. Did you read or look at a newspaper at all during this time -- -that is, from when you woke up through the time you had your midday meal?

1 YES -- ASK Q. 7b
2 NO -- SKIP TO Q. 8a
3 DON'T KNOW -- SKIP TO Q. 8a
164

IF "YES" ON Q. 7a, ASK:

7b. What newspapers did you read? (RECORD BELOW IN FIRST COLUMN UNDER Q. 7b.)

FOR EACH NEWSPAPER ON Q. 7b CIRCLE IF DAILY OR OTHER PAPER. IF UNSURE, ASK:

7c. Was that a daily newspaper? (PROBE: A daily is a newspaper that is published at least Monday through Friday.) (RECORD BELOW UNDER Q. 7c.)

IF "DAILY" ON Q. 7c, ASK:

7d. Was that yesterday's paper or not? (RECORD BELOW UNDER Q. 7d.)

7e. In all, how much time did you spend reading or looking into (INSERT NAME OF EACH PAPER AND RECORD BELOW UNDER Q. 7e)?

Q. 7b	Q. 7c	Q. 7d	Q. 7e	
NEWSPAPER NAME	DAILY VS. OTHER	YESTERDAY'S PAPER? YES NO	AMOUNT OF TIME SPENT LOOKING	
65-67	1 DAILY 68 2 OTHER 3 DON'T KNOW	1 2 69	_______ HOURS 70-72 _______ MINUTES	179:0 180:1
205-7	1 DAILY 8 2 OTHER 3 DON'T KNOW	1 2 9	_______ HOURS 10-12 _______ MINUTES	
13-15	1 DAILY 16 2 OTHER 3 DON'T KNOW	1 2 17	_______ HOURS 18-20 _______ MINUTES	
21-23	1 DAILY 24 2 OTHER 3 DON'T KNOW	1 2 25	_______ HOURS 26-28 _______ MINUTES	

INTERVIEWER: RECORD TOTAL TIME SPENT READING PAPER

_______ HOURS

_______ MINUTES

Now let's talk about yesterday from after your midday meal through the time you had your evening meal or usually have your evening meal. (INTERVIEWER: REMEMBER TO KEEP WITHIN THE YESTERDAY 24-HOUR PERIOD.)

8a. Did you watch any television during this time?

229
1 YES
2 NO
3 DON'T KNOW -- SKIP TO Q. 9a

IF "YES" ON Q. 8a, ASK:

8b. Did you see any news on television?

30
1 YES
2 NO
3 DON'T KNOW -- SKIP TO Q. 9a

IF "YES" ON Q. 8b, ASK:

8c. How many times?

31
1 ONE
2 TWO
3 THREE
4 FOUR OR MORE
5 DON'T KNOW

SHOW RESPONDENT CARD D.

8d. Which newscaster and news program or channel did you watch? (DO NOT READ LIST. CIRCLE ALL THAT APPLY IN COLUMN BELOW UNDER Q. 8d.)

FOR EACH NEWSCASTER/PROGRAM/CHANNEL MENTIONED ABOVE, ASK:

8e. Was (FILL IN NEWSCASTER/PROGRAM/CHANNEL FROM ABOVE) a regular news program or just a newsbreak or bulletin? (RECORD BELOW UNDER Q. 8e.)

8f. In all, how much time would you say you spent watching the news during that part of the day?

32-34
______ HOURS
______ MINUTES
X DON'T REMEMBER

8g. Did you tune in specifically to watch the news at that time of the day or did the news happen to come on while you were watching?

35
1 SPECIFICALLY TUNED IN
2 CAME ON WHILE WATCHING
3 BOTH
4 DON'T REMEMBER

		Q. 8d	Q. 8e			
		MENTION	REGULAR NEWS	NEWS-BREAK	DON'T KNOW	
a. NBC NIGHTLY NEWS (Tom Brokaw/NBC)	36	1	1	2	3	38
b. CBS EVENING NEWS (Dan Rather/CBS)		2	1	2	3	
c. ABC WORLD NEWS TONIGHT (Peter Jennings/ABC)		3	1	2	3	40
d. McNEIL-LEHRER NEWSHOUR (PBS)		4	1	2	3	
e. ABC NIGHTLINE (Ted Koppel/ABC)		5	1	2	3	42
f. INN -- INDEPENDENT NETWORK NEWS		6	1	2	3	
g. CNN -- CABLE NEWS NETWORK		7	1	2	3	44
h. OTHER NETWORK TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) ______		8	1	2	3	
i. OTHER PBS (PUBLIC BROADCASTING SERVICE) NETWORK NEWS (SPECIFY NEWSCASTER AND CHANNEL) ______		9	1	2	3	46
j. OTHER CABLE TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) ______		10	1	2	3	
k. LOCAL NEWS PROGRAM (SPECIFY NEWSCASTER AND CHANNEL) ______	37	11	1	2	3	48
l. NOT SURE IF LOCAL OR CABLE (SPECIFY NEWSCASTER) ______		12	1	2	3	
m. SAW OTHER NEWS BUT CANNOT SPECIFY THE NEWSCASTER OR CHANNEL		13	1	2	3	50

9a. Did you read or look at a newspaper at all during this time?

1 YES -- ASK Q. 9b
251 2 NO -- SKIP TO Q. 10a
3 DON'T KNOW -- SKIP TO Q. 10a

IF "YES" ON Q. 9a, ASK:

9b. What newspapers did you read? (RECORD BELOW IN FIRST COLUMN UNDER Q. 9b.)

FOR EACH NEWSPAPER ON Q. 9b, CIRCLE IF DAILY OR OTHER PAPER. IF UNSURE, ASK:

9c. Was that a daily newspaper? (PROBE: A daily is a newspaper that is published at least Monday through Friday.) (RECORD BELOW UNDER Q. 9c.)

IF "DAILY" ON Q. 9c, ASK:

9d. Was that yesterday's paper or not? (RECORD IN GRID BELOW UNDER Q. 9d.)

9e. In all, how much time did you spend reading or looking into (INSERT NAME OF EACH PAPER AND RECORD IN GRID BELOW UNDER Q. 9e).

Q. 9b	Q. 9c	Q. 9d	Q. 9e
NEWSPAPER NAME	DAILY VS. OTHER	YESTERDAY'S PAPER? YES NO	AMOUNT OF TIME SPENT LOOKING
52-54	1 DAILY 55 2 OTHER 3 DON'T KNOW	1 2 56	______ HOURS 57-59 ______ MINUTES
60-62	1 DAILY 63 2 OTHER 3 DON'T KNOW	1 2 64	______ HOURS 65-67 ______ MINUTES
68-70	1 DAILY 71 2 OTHER 3 DON'T KNOW	1 2 72	______ HOURS 73-75 ______ MINUTES
305-7	1 DAILY 8 2 OTHER 3 DON'T KNOW	1 2 9	______ HOURS 10-12 ______ MINUTES

279:
280:

INTERVIEWER: RECORD TOTAL TIME SPENT READING PAPER

______ HOURS

______ MINUTES

Now I'd like to talk to you about late yesterday from after your evening meal until you went to sleep. (INTERVIEWER: REMEMBER TO KEEP WITHIN THE YESTERDAY 24-HOUR PERIOD.)

10a. Did you watch any television during this time?

1 YES
313 2 NO -- SKIP TO Q. 11a
3 DON'T KNOW -- SKIP TO Q. 11a

IF "YES" ON Q. 10a, ASK:

10b. Did you see any news on television?

1 YES
14 2 NO -- SKIP TO Q. 11a
3 DON'T KNOW -- SKIP TO Q. 11a

IF "YES" ON Q. 10b, ASK:

10c. How many times?

1 ONE
2 TWO
15 3 THREE
4 FOUR OR MORE
5 DON'T KNOW

REFER TO CARD D AGAIN.

10d. Which newscaster and news program or channel did you watch? (DO NOT READ LIST. CIRCLE ALL THAT APPLY UNDER Q. 10d BELOW.)

FOR EACH NEWSCASTER/PROGRAM/CHANNEL MENTIONED ABOVE, ASK:

10e. Was (FILL IN NEWSCASTER/PROGRAM/CHANNEL FROM ABOVE) a regular news program or just a newsbreak or bulletin? (RECORD BELOW UNDER Q. 10e.)

10f. In all, how much time would you say you spent watching the news during that part of the day?

____________ HOURS
____________ MINUTES 16-18
X DON'T REMEMBER

10g. Did you tune in specifically to watch the news at that time of the day or did the news happen to come on while you were watching?

1 SPECIFICALLY TUNED IN
2 CAME ON WHILE WATCHING
19 3 BOTH
4 DON'T REMEMBER

		Q. 10d	Q. 10e			
		MENTION	REGULAR NEWS	NEWS-BREAK	DON'T KNOW	
a. NBC NIGHTLY NEWS (Tom Brokaw/NBC)	20	1	1	2	3	22
b. CBS EVENING NEWS (Dan Rather/CBS)		2	1	2	3	
c. ABC WORLD NEWS TONIGHT (Peter Jennings/ABC)		3	1	2	3	24
d. McNEIL-LEHRER NEWSHOUR (PBS)		4	1	2	3	
e. ABC NIGHTLINE (Ted Koppel/ABC)		5	1	2	3	26
f. INN -- INDEPENDENT NETWORK NEWS		6	1	2	3	
g. CNN -- CABLE NEWS NETWORK		7	1	2	3	28
h. OTHER NETWORK TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) ________		8	1	2	3	
i. OTHER PBS (PUBLIC BROADCASTING SERVICE) NETWORK NEWS (SPECIFY NEWSCASTER AND CHANNEL) ________		9	1	2	3	30
j. OTHER CABLE TV NEWS (SPECIFY NEWSCASTER AND CHANNEL) ________		10	1	2	3	
k. LOCAL NEWS PROGRAM (SPECIFY NEWSCASTER AND CHANNEL) ________	21	11	1	2	3	32
l. NOT SURE IF LOCAL OR CABLE (SPECIFY NEWSCASTER) ________		12	1	2	3	
m. SAW OTHER NEWS BUT CANNOT SPECIFY THE NEWSCASTER OR CHANNEL		13	1	2	3	34

11a. Did you read or look at a newspaper at all during this time?

1 YES -- ASK Q. 11b
335 2 NO -- SKIP TO Q. 12a
3 DON'T KNOW -- SKIP TO Q. 12a

IF "YES" ON Q. 11a, ASK:

11b. What newspapers did you read? (RECORD IN GRID BELOW IN FIRST COLUMN UNDER Q. 11b.)

FOR EACH NEWSPAPER ON Q. 11b, CIRCLE IF DAILY OR OTHER PAPER. IF UNSURE, ASK:

11c. Was that a daily newspaper? (PROBE: A daily is a newspaper that is published at least Monday through Friday.) (RECORD BELOW UNDER Q. 11c.)

IF "DAILY" ON Q. 11c, ASK:

11d. Was that yesterday's paper or not? (RECORD BELOW UNDER Q. 11d.)

11e. In all, how much time did you spend reading or looking into (INSERT NAME OF EACH PAPER AND RECORD BELOW UNDER Q. 11e)?

Q. 11b	Q. 11c	Q. 11d	Q. 11e
NEWSPAPER NAME	DAILY VS. OTHER	YESTERDAY'S PAPER? YES NO	AMOUNT OF TIME SPENT LOOKING
36-38	1 DAILY 39 2 OTHER 3 DON'T KNOW	1 2 40	_______ HOURS 41-43 _______ MINUTES
44-46	1 DAILY 47 2 OTHER 3 DON'T KNOW	1 2 48	_______ HOURS 49-51 _______ MINUTES
52-54	1 DAILY 55 2 OTHER 3 DON'T KNOW	1 2 56	_______ HOURS 57-59 _______ MINUTES
60-62	1 DAILY 63 2 OTHER 3 DON'T KNOW	1 2 64	_______ HOURS 65-67 _______ MINUTES

379:0
380:3

INTERVIEWER: RECORD TOTAL TIME SPENT READING PAPER

_______ HOURS

_______ MINUTES

12a. As a double check, am I right in saying that you read or looked at (INSERT NUMBER) different daily newspapers yesterday? Remember, a daily newspaper is one that is published at least Mondays through Fridays. (VERIFY AND ENTER NUMBER IN BOX AT RIGHT.)

☐
405-6

NOTE: IF THE NUMBER IN THE BOX AT RIGHT OF Q. 12a IS "O." -- GO TO Q. 13a

IF "ONE OR MORE" ON Q. 12a, ASK:

12b. All in all, adding up the times you spent reading the daily newspaper yesterday, it comes to (ADD UP THE TIME SPENT ACROSS THE THREE DAYPARTS AND VERIFY TIME WITH RESPONDENT.)

TOTAL TIME SPENT:

__________ HOURS
7-9
__________ MINUTES

12c. Is that what you usually spend or do you usually spend more/less than that on an average day? *10*

1 USUAL AMOUNT -- SKIP TO Q. 13a
2 SPEND MORE TIME READING -- ASK Q. 12d
3 SPEND LESS TIME READING -- ASK Q. 12d
4 DON'T KNOW -- SKIP TO Q. 13a

IF "MORE TIME" OR "LESS TIME" ON Q. 12c, ASK:

12d. About how much time do you spend reading the daily newspaper on an average day?

__________ HOURS
11-13
__________ MINUTES
X DON'T KNOW

13a. Did you happen to listen to the radio at any time yesterday? *14*

1 YES -- ASK Q. 13b
2 NO -- SKIP TO Q. 14
3 DON'T REMEMBER -- SKIP TO Q. 14

IF "YES" ON Q. 13a, ASK:

13b. Did you listen to any news on the radio at any time yesterday? *15*

1 YES -- ASK Q. 13c
2 NO -- SKIP TO Q. 14
3 DON'T REMEMBER -- SKIP TO Q. 14

IF "YES" ON Q. 13b, ASK:

13c. Was that at home, in your car, or some other place? (ACCEPT MORE THAN ONE RESPONSE.) *16*

1 AT HOME
2 IN CAR
3 OTHER (SPECIFY) __________

____
4 DON'T REMEMBER

14. INTERVIEWER: CIRCLE "TODAY" IN COLUMN BELOW UNDER Q. 14 -- THE DAY OF THE WEEK OF THIS INTERVIEW.

15a. Other than yesterday, which you've already told me about, I'd like you to tell me whether you, yourself, have read or looked at any daily newspapers within the past seven days. Let's start with a week ago today -- that is, last (INSERT DAY OF WEEK). How many daily newspapers, if any, did you read last (INSERT DAY OF WEEK)? How many daily newspapers did you read on (INSERT EACH DAY OF WEEK **EXCEPT YESTERDAY**)? (RECORD IN GRID BELOW. DO NOT ASK ABOUT YESTERDAY OR A WEEK AGO FROM YESTERDAY.)

	Q. 14		Q. 15a	
			# OF PAPERS READ	
	TODAY IS:		NUMBER	NONE
		MONDAY	___ *18-19*	0
	1	TUESDAY	___ *20-21*	0
	2	WEDNESDAY	___ *22-23*	0
417	3	THURSDAY	___ *24-25*	0
	4	FRIDAY	___ *26-27*	0
	5	SATURDAY	___ *28-29*	0

IF "NONE" IN Q. 12a AND "NONE" TO ALL DAYS IN Q. 15a, ASK:

15b. Even though you haven't read a daily newspaper in the past seven days, do you get to read or look at a daily or Sunday newspaper at least once in a while?	1 YES *30* 2 NO 3 DON'T KNOW

INTERVIEWER: 1 IF ONE OR MORE DAILY PAPERS READ YESTERDAY ("ONE OR MORE" ON Q. 12a), RESPONDENT IS A "YESTERDAY READER." ASK Q. 16a OR Q. 16b.

2 IF READ ANY PAPER ON ANY OTHER DAY LAST WEEK (Q. 15a) OR ANSWERED "YES" ON Q. 15b, RESPONDENT IS A "YESTERDAY NONREADER." SKIP TO Q. 21, P. 17.

3 IF "NO" OR "DON'T KNOW" ON Q. 15b, RESPONDENT IS A "NEWSPAPER NONREADER." SKIP TO Q. 52, P. 28.

INTERVIEWER:

IF ONLY READ ONE PAPER ON Q. 12a:

16a. RECORD NAME OF PAPER HERE:

______________________________ 431-33

IF YOU HAVE THAT PAPER, GO TO INSTRUCTIONS ON TOP OF PAGE 13.

IF YOU DO NOT HAVE THAT PAPER, CIRCLE THIS NUMBER --> 1 34
AND THEN SKIP TO Q. 18.

IF READ TWO OR MORE PAPERS ON Q. 12a, ASK:

16b. Which of the newspapers you read yesterday do you consider your main paper? (PROBE FOR ONE NEWSPAPER.)

____
NAME OF MAIN NEWSPAPER 35-37

IF YOU HAVE THAT PAPER -- GO TO INSTRUCTIONS ON TOP OF PAGE 13.

IF RESPONDENT CHOOSES A PAPER THAT YOU DO NOT HAVE, BUT YOU ARE CARRYING ANOTHER PAPER HE/SHE READ YESTERDAY . . .

16c. RECORD NAME OF THAT PAPER HERE:

____
NAME OF OTHER NEWSPAPER READ 38-40

THEN TELL RESPONDENT: For the purposes of this interview, we will talk about (PAPER FROM Q. 16c).

THEN GO TO INSTRUCTIONS ON TOP OF PAGE 13.

IF RESPONDENT CANNOT CHOOSE ONE MAIN PAPER:

16d. LIST NAMES BELOW OF THOSE YOU HAVE WITH YOU.

☒ ______________________________
NAME OF NEWSPAPER READ 41-43

☐ ______________________________
NAME OF NEWSPAPER READ 44-46

THEN TELL RESPONDENT: For the purposes of this interview, we will talk about (PAPER X'D ABOVE). (THEN GO TO INSTRUCTIONS ON TOP OF PAGE 13.)

IF YOU ARE CARRYING NONE OF THE PAPERS THE RESPONDENT READ YESTERDAY.
CIRCLE THIS NUMBER --> 1
AND THEN SKIP TO Q. 18. 47

YESTERDAY READERS

INTERVIEWER: ASK Qs. 17a THROUGH 20s OF YESTERDAY READERS ONLY.

INTERVIEWER: AT THIS POINT IN THE INTERVIEW, REFER TO YOUR BLUE PAGE NUMBER LISTING FORM. ENTER THE TOTAL NUMBER OF PAGES AND THEN ENTER THE PAGE NUMBERS IN "PAGE OPENING" GRID BELOW.

INTERVIEWER: READ STATEMENT TO RESPONDENT.

There are a few pages in the paper you read yesterday that I'd like to ask you about. Would you please take this copy of the paper and go through it to refresh your memory? You might look through it the way you did yesterday. When you get to some of the pages, I will ask you whether or not you opened to them -- if only for a moment -- even if you don't remember reading or looking at anything in particular on them.

INTERVIEWER: AS RESPONDENT OPENS TO EACH OF THE PAGES YOU ARE GOING TO INTERVIEW ON (SEE "PAGE OPENING" GRID), ASK QUESTION 17a.

17a. How about this page? Do you recall opening to it when you read the paper, whether or not you stopped to look at anything? (RECORD IN GRID BELOW UNDER Q. 17a.)

INTERVIEWER: IF THERE ARE ANY PAGES YOU ARE SUPPOSED TO INTERVIEW ON THAT THE RESPONDENT DOES NOT TURN TO WHEN GOING THROUGH THE PAPER, TAKE THE PAPER BACK AFTER HE/SHE IS FINISHED, OPEN TO THOSE PAGES, AND ASK Q. 17b.

17b. I'm also interested in this page. Do you recall opening to this when you read the paper? How about this? (RECORD IN GRID BELOW UNDER Q. 17b.)

INTERVIEWER: WHEN THIS SECTION OF THE INTERVIEW IS OVER, YOU SHOULD HAVE ASKED THE RESPONDENT ABOUT 12 PAGES IN THE PAPER.

PAGE OPENING GRID

TOTAL PAGES: ____ [RECORD PAGE NUMBERS FROM YOUR PAGE NUMBER LISTING FORM.]	448-50	PAGE OPENED						INTERVIEWER: DO NOT WRITE IN THESE COLUMNS, FOR OFFICE USE ONLY					
		Q. 17a			Q. 17b PAGES NOT TURNED TO								
		YES	NO		YES	NO		LOCATION	PROPORTION	AD TYPE	CONTENT	COLOR	
PAGE	51-53	1	2	54	1	2	55	56	57	58	59-60	61	
PAGE	62-64	1	2	65	1	2	66	67	68	69	70-71	72	479:0 480:4
PAGE	505-7	1	2	8	1	2	9	10	11	12	13-14	15	
PAGE	16-18	1	2	19	1	2	20	21	22	23	24-25	26	
PAGE	27-29	1	2	30	1	2	31	32	33	34	35-36	37	
PAGE	38-40	1	2	41	1	2	42	43	44	45	46-47	48	
PAGE	49-51	1	2	52	1	2	53	54	55	56	57-58	59	
PAGE	60-62	1	2	63	1	2	64	65	66	67	68-69	70	579:0 580:5
PAGE	605-7	1	2	8	1	2	9	10	11	12	13-14	15	
PAGE	16-18	1	2	19	1	2	20	21	22	23	24-25	26	
PAGE	27-29	1	2	30	1	2	31	32	33	34	35-36	37	
PAGE	38-40	1	2	41	1	2	42	43	44	45	46-47	48	

YESTERDAY READERS

18. Counting yourself, to the best of your knowledge, how many adults in your household who are 18 years of age or older looked through any daily newspaper yesterday?

1 ONE (MYSELF ONLY)
649 2 TWO OR MORE (MYSELF AND OTHERS)
3 DON'T KNOW

19a. And were there any children or young people in your household between the ages of 6 and 17 who read or looked into a daily newspaper yesterday? (IF "NONE," PROBE: Are there any children age 6 to 17 living in your household?)

1 DOES NOT APPLY, NO CHILDREN IN THAT AGE RANGE IN HOUSEHOLD -- SKIP TO Q. 20a
50 2 NONE
3 ONE OR MORE
4 DON'T KNOW

IF "NONE," "ONE OR MORE," OR "DON'T KNOW" ON Q. 19a, ASK:

19b. How many, if any, of the children in your household ever get to read or look at the daily newspaper?

1 NONE
51 2 ONE OR MORE
3 DON'T KNOW

19c. And how many, if any, of them ever get to read or look at the Sunday newspaper?

1 NONE
52 2 ONE OR MORE
3 DON'T KNOW

SHOW RESPONDENT CARD E.

20a. Which of the statements on this card best describes the way you obtained the newspaper you read yesterday/we've just been going through? Just tell me the number of the statement.

1 HOME DELIVERY -- ASK Q. 20b
2 BOUGHT AT NEWSSTAND
3 BOUGHT AT SOME OTHER TYPE OF STORE
4 BOUGHT AT VENDING MACHINE OR RACK
53 5 DELIVERED TO OFFICE OR PLACE OF WORK
6 OTHER FAMILY MEMBER BROUGHT HOME
7 BORROWED COPY FROM FRIEND OR CO-WORKER
8 PICKED UP COPY SOMEBODY ELSE LEFT BEHIND
9 SOME OTHER WAY (SPECIFY): ____________

-- SKIP TO Q. 20c

YESTERDAY READERS

IF "HOME DELIVERY" IN Q. 20a, ASK:

20b. Do you or your family get delivery of any other daily newspaper?

654
1 YES
2 NO
3 DON'T KNOW
-- SKIP TO Q. 20d

IF NOT "HOME DELIVERY" IN Q. 20a, ASK:

20c. Do you or your family get home delivery of any daily newspaper?

55
1 YES -- ASK Q. 20d
2 NO
3 DON'T KNOW
-- SKIP TO Q. 20q

IF "HOME DELIVERY" ON Q. 20a OR "YES" ON Q. 20c, ASK:

20d. Is that daily paper delivered before or after the noon hour?

56
1 BEFORE NOON
2 AFTER NOON
3 GET TWO OR MORE PAPERS, AT LEAST ONE IN EACH TIME PERIOD
4 DON'T KNOW

20e. Did you personally decide to get home delivery, did someone else make that decision, or did you and someone else decide together?

57
1 DECIDED MYSELF
2 SOMEONE ELSE
3 SHARED DECISION
4 DON'T KNOW

20f. How long have you or someone in this household been getting home delivery of a daily newspaper?

58
1 LESS THAN ONE YEAR
2 ONE TO TWO YEARS
3 THREE TO FOUR YEARS
4 FIVE TO NINE YEARS
5 TEN YEARS OR LONGER
6 DON'T KNOW

20g. The last time your subscription was renewed, did you pay the regular price, or did the the renewal include some special offer -- like a cheaper rate or some gift or premium?

59
1 REGULAR PRICE, NO SPECIAL OFFER
2 CHEAPER RATE
3 GIFT OR PREMIUM
4 DON'T KNOW

20h. Generally, how satisfied are you with the weekday delivery service you get? Would you say you are . . . ? (READ LIST.)

60
1 Very satisfied
2 Fairly well satisfied
3 Not too satisfied
4 Not at all satisfied
5 DON'T KNOW

20i. And how likely are you to keep getting the newspaper delivered to your home in the next twelve months? Would you say you are . . . ? (READ LIST.)

61
1 Almost certain to continue
2 Very likely to continue
-- SKIP TO Q. 20k
3 50:50 chance
4 Probably won't continue
5 Definitely won't continue
-- ASK Q. 20j
6 DON'T KNOW -- SKIP TO Q. 20k

IF "50:50 CHANCE," "PROBABLY WON'T CONTINUE," OR "DEFINITELY WON'T CONTINUE" ON Q. 20i, ASK:

20j. Why wouldn't you continue getting the paper delivered?

________________________________ 62-63

________________________________ 64-65

____

YESTERDAY READERS

20k. Is your newspaper delivered by mail or by carrier, (IF TWO OR MORE) or both mail and carrier? 666

1 MAIL -- SKIP TO Q. 20p
2 CARRIER
3 BOTH
-- ASK Q. 20m
4 DON'T KNOW -- SKIP TO Q. 20t

IF "CARRIER" OR "BOTH" ON Q. 20k, ASK:

20m. Is your carrier an adult or a youngster under 18 years old? 67

1 ADULT
2 YOUNGSTER
3 BOTH
4 DON'T KNOW

20n. Do you pay your carrier directly or do you pay by mail? 68

1 PAY CARRIER -- SKIP TO Q. 20t
2 PAY BY MAIL
3 BOTH
-- ASK Q. 20p
4 DON'T KNOW -- SKIP TO Q. 20t

IF "MAIL" ON Q. 20k OR "MAIL" OR "BOTH" ON Q. 20n, ASK:

20p. Do you usually pay for your newspaper in advance of the delivery period or after it?

1 IN ADVANCE
2 AFTER
3 DON'T KNOW
-- SKIP TO Q. 20t 69

IF NO HOME DELIVERY ON Q. 20c, ASK:

20q. Have you ever had home delivery of a daily newspaper?

1 YES
2 NO 70
3 DON'T KNOW

20r. Since you have been living at your present address, has anyone ever asked you to subscribe to a daily newspaper, either in person, by mail, or by phone?

1 YES -- ASK Q. 20s
2 NO
3 DON'T KNOW
-- SKIP TO Q. 20t 71

IF "YES" ON Q. 20r, ASK:

20s. What were your main reasons for deciding not to subscribe the last time you were asked? (PROBE: Did you have any other reason?)

______________________________ 72-73

______________________________ 74-75

____

ASK ALL YESTERDAY READERS

20t. Do you recall seeing or hearing any advertisements within the past month that tried to get you to buy or read a daily paper that is available locally?

1 YES -- ASK Q. 20u
2 NO
3 DON'T KNOW
-- SKIP TO Q. 26, P. 20 76

IF "YES" ON Q. 20t, ASK:

20u. Where did the advertising appear -- was it on TV, on the radio, billboards, on trucks, in the newspaper, in the mail, or someplace else?

1 ADS ON TV
2 ADS ON RADIO
3 ADS ON BILLBOARDS
4 ADS ON TRUCKS 77
5 ADS IN NEWSPAPER
6 ADS IN MAIL
7 ADS ELSEWHERE:
____
8 DON'T KNOW

INTERVIEWER: SKIP TO Q. 26 ON PAGE 20

679:0
680:6

INTERVIEWER: ASK Qs. 21 THROUGH 25s OF YESTERDAY NONREADERS ONLY.

21. From what you've told me, you didn't get to read a newspaper yesterday, but what about others in your household? To the best of your knowledge, how many adults in your household -- those 18 years of age or older -- read or looked at a daily newspaper yesterday?

    1 DOES NOT APPLY -- ONLY ONE ADULT IN HOUSEHOLD
    705 2 NONE
    3 ONE OR MORE
    4 DON'T KNOW

22a. And how many children or young people in your household between the ages of 6 and 17 read or looked into any daily newspaper yesterday? (IF "NONE," PROBE: Are there any children age 6 to 17 living in your household?)

    1 DOES NOT APPLY, NO CHILDREN IN THAT AGE RANGE IN HOUSEHOLD -- SKIP TO Q. 23a
    6 2 NONE
    3 ONE OR MORE
    4 DON'T KNOW

IF "NONE," "ONE OR MORE," OR "DON'T KNOW" ON Q. 22a, ASK:

22b. How many, if any, of the children in your house ever get to read or look into the daily newspaper?	7	1 NONE 2 ONE OR MORE 3 DON'T KNOW
22c. And how many, if any, of them get to read or look into the Sunday newspaper?	8	1 NONE 2 ONE OR MORE 3 DON'T KNOW

23a. If you were going to read a newspaper, which one of these newspapers would you be most likely to read? (SHOW RESPONDENT FRONT PAGES OF NEWSPAPERS YOU ARE CARRYING. PROBE FOR ONE NEWSPAPER AND ENTER NAME BELOW.)

______________________________________ 9-11

X RESPONDENT WOULD READ NONE OF THOSE NEWSPAPERS CARRIED BY INTERVIEWER. SKIP TO Q. 23c.

23b. Do you consider this your main paper?

    1 YES -- SKIP TO Q. 24
    12 2 NO -- ASK Q. 23c
    3 DON'T KNOW -- ASK Q. 23c
    4 DO NOT HAVE A MAIN PAPER -- SKIP TO Q. 24

IF "NONE" ON Q. 23a OR "NO" OR "DON'T KNOW" ON Q. 23b, ASK:

23c. What is the name of your main paper?

______________________________________ 13-15

X NONE/DON'T HAVE ONE. GO TO Q. 24

YESTERDAY NONREADERS

24. About how much time would you say you spend reading the daily paper on the average day?

_________ HOURS

716-18

_________ MINUTES

X DON'T KNOW

25a. Do you or your family get home delivery of a daily newspaper?

1 YES -- ASK Q. 25b *19*

2 NO -- SKIP TO Q. 25n

IF "YES" ON Q. 25a, ASK:

25b. Is that daily paper delivered before or after the noon hour?

1 BEFORE NOON

2 AFTER NOON

20 3 GET TWO OR MORE PAPERS, AT LEAST ONE IN EACH TIME PERIOD

4 DON'T KNOW

25c. Did you personally decide to get home delivery, did someone else make that decision, or did you and someone else decide together?

1 DECIDED MYSELF

2 SOMEONE ELSE

3 SHARED DECISION *21*

4 DON'T KNOW

25d. How long have you or someone in this household been getting home delivery of a daily newspaper?

1 LESS THAN ONE YEAR

2 ONE TO TWO YEARS

3 THREE TO FOUR YEARS *22*

4 FIVE TO NINE YEARS

5 TEN YEARS OR LONGER

6 DON'T KNOW

25e. The last time your subscription was renewed, did you pay the regular price or did the renewal include some special offer -- like a cheaper rate or some gift or premium?

1 REGULAR PRICE, NO SPECIAL OFFER

2 CHEAPER RATE *23*

3 GIFT OR PREMIUM

4 DON'T KNOW

25f. Generally, how satisfied are you with the weekday delivery service you get? Would you say you are . . . ? (READ LIST.)

1 Very satisfied

2 Fairly well satisfied

3 Not too satisfied *24*

4 Not at all satisfied

5 DON'T KNOW

25g. And how likely are you to keep getting the newspaper delivered to your home in the next twelve months? Would you say you are . . . ? (READ LIST.)

1 Almost certain to continue | -- SKIP TO Q. 25i

2 Very likely to continue |

25

3 50:50 chance |

4 Probably won't continue | -- ASK Q. 25h

5 Definitely won't continue |

6 DON'T KNOW -- SKIP TO Q. 25i

IF "50:50 CHANCE," "PROBABLY WON'T CONTINUE," OR "DEFINITELY WON'T CONTINUE" ON Q. 25g, ASK:

25h. Why wouldn't you continue getting the paper delivered?

_______________________________________ *26-27*

_______________________________________ *28-29*

____

____

YESTERDAY NONREADERS

25i. Is your newspaper delivered by mail or by carrier, (IF TWO OR MORE) or both mail and carrier? 730

1 MAIL -- SKIP TO Q. 25m
2 CARRIER
3 BOTH -- ASK Q. 25j
4 DON'T KNOW -- SKIP TO Q. 25r

IF "CARRIER" OR "BOTH" ON Q. 25i, ASK:

25j. Is your carrier an adult or a youngster under 18 years old? 31

1 ADULT
2 YOUNGSTER
3 BOTH
4 DON'T KNOW

25k. Do you pay your carrier directly or do you pay by mail? 32

1 PAY CARRIER -- SKIP TO Q. 25r
2 PAY BY MAIL
3 BOTH -- ASK Q. 25m
4 DON'T KNOW -- SKIP TO Q. 25r

IF "MAIL" ON Q. 25i OR "MAIL" OR "BOTH ON 25k, ASK:

25m. Do you usually pay for your newspaper in advance of the delivery period, or after it? 33

1 IN ADVANCE
2 AFTER
3 DON'T KNOW -- SKIP TO Q. 25r

IF NO HOME DELIVERY ON Q. 25a, ASK:

25n. Have you ever had home delivery of a daily newspaper? 34

1 YES
2 NO
3 DON'T KNOW

25p. Since you have been living at your present address, has anyone ever asked you to subscribe to a daily newspaper, either in person, by mail, or by phone?

1 YES -- ASK Q. 25q
2 NO
3 DON'T KNOW -- SKIP TO Q. 25r 35

IF "YES" ON Q. 25p, ASK:

25q. What were your main reasons for deciding not to subscribe the last time you were asked? (PROBE: Did you have any other reason?)

36-37

38-39

ASK ALL YESTERDAY NONREADERS

25r. Do you recall seeing or hearing any advertisements within the past month that tried to get you to buy or read a daily paper that is available locally?

1 YES -- ASK Q. 25s
2 NO
3 DON'T KNOW -- SKIP TO Q. 26 40

IF "YES" ON Q. 25r, ASK:

25s. Where did the advertising appear -- was it on TV, on the radio, billboards, on trucks, in the newspaper, in the mail, or someplace else?

1 ADS ON TV
2 ADS ON RADIO
3 ADS ON BILLBOARDS 41
4 ADS ON TRUCKS
5 ADS IN NEWSPAPER
6 ADS IN MAIL
7 ADS ELSEWHERE: ______________
8 DON'T KNOW

YESTERDAY READERS AND YESTERDAY NONREADERS

26. Have you ever canceled a daily newspaper subscription because you were dissatisfied with the delivery service?

1 YES
2 NO *742*
3 DON'T KNOW

27. Are there any convenient places where you can buy single copies of a daily newspaper if you want to?

1 YES
2 NO *43*
3 DON'T KNOW

28a. About how often do you, personally, go out and buy a copy of any daily paper? (DO NOT READ LIST.)

1 TWICE A DAY -- SKIP TO Q. 28c
2 EVERY DAY -- SKIP TO Q. 28c

44
3 ALMOST EVERY DAY -- ASK Q. 28b
4 FOUR TIMES A WEEK -- ASK Q. 28b
5 THREE TIMES A WEEK -- ASK Q. 28b
6 TWICE A WEEK -- ASK Q. 28b
7 ONCE A WEEK -- ASK Q. 28b
8 LESS OFTEN -- ASK Q. 28b
9 HARDLY EVER, NEVER -- SKIP TO Q. 29a

IF GO OUT AND BUY PAPER "ALMOST EVERY DAY" OR LESS ON Q. 28a, ASK:

28b. On which days do you usually buy a daily paper that way? (CIRCLE ALL THAT APPLY.)

1 MONDAY
2 TUESDAY
3 WEDNESDAY *45*
4 THURSDAY
5 FRIDAY
6 SATURDAY (IF **NOT** MENTIONED, ASK Q. 28c)

IF "TWICE A DAY" OR "EVERY DAY" ON Q. 28a OR "SATURDAY" **NOT** MENTIONED ON Q. 28b, ASK:

28c. Does that include Saturday?

1 YES
2 NO
3 NO SATURDAY EDITION *46*
4 DON'T KNOW

28d. When you go out and buy a paper that way, how often do you bring it home with you? (READ LIST.)

1 Almost always
2 Most of the time
3 Sometimes
4 Rarely or never *47*
5 DON'T KNOW

29a. Are there any other daily papers -- other than the ones we have talked about so far -- that you could easily get if you wanted to? (PROBE: These may be papers from nearby cities or communities.)

1 YES
2 NO *48*
3 DON'T KNOW

30. Where do you mainly read the daily paper -- at home, traveling to or from work, at your office or place of work, or someplace else? (CIRCLE ALL THAT APPLY.)

1 HOME
2 TRAVELING TO/FROM WORK
3 AT WORKPLACE *49*
4 SOMEPLACE ELSE: ____________________
5 DON'T KNOW

YESTERDAY READERS AND YESTERDAY NONREADERS

HAND RESPONDENT DECK OF CARDS.

31a. Each of these cards contains a different kind of news, feature, or advertising item appearing in most daily newspapers. Please look through them and put to one side the kinds of things you don't usually read or look at. (RECORD ITEMS SET ASIDE AS "DON'T READ" BELOW UNDER Q. 31a. RECORD REMAINDER AS "READ" BELOW UNDER Q. 31a.)

31b. Now, from the cards you have left, please pick out the three that are the kinds of things in the paper you most like to read. (RECORD UP TO THREE BELOW UNDER Q. 31b.)

			Q. 31a		Q. 31b	
			DON'T READ	READ	MOST LIKE TO READ	
a.	ADVICE COLUMNS (DEAR ABBY, YOUR HEALTH, ETC.)	750	1	2	1	8
b.	BOOK REVIEWS		1	2	2	
c.	BUSINESS AND FINANCIAL NEWS	52	1	2	3	
d.	CALENDAR OR SCHEDULE OF LOCAL EVENTS		1	2	4	
e.	HELP WANTED CLASSIFIED ADS	54	1	2	5	
f.	COMIC STRIPS, FUNNIES		1	2	6	
g.	CROSSWORD PUZZLE	56	1	2	7	
h.	EDITORIALS, EDITOR'S OPINIONS		1	2	8	
i.	FOOD PAGES	58	1	2	9	
j.	INTERNATIONAL OR WORLD NEWS		1	2	10	
k.	LETTERS TO THE EDITOR	60	1	2	11	9
l.	MOVIE ADS		1	2	12	
m.	NEWS BRIEFS, SUMMARY OF NEWS ITEMS	62	1	2	13	
n.	NEWS ABOUT LOCAL COMMUNITY		1	2	14	
o.	NEWS ABOUT THE PRESIDENT OR CONGRESS	64	1	2	15	
p.	NEWS ABOUT LOCAL POLITICS OR GOVERNMENT		1	2	16	
q.	NEWS ABOUT CELEBRITIES OR FAMOUS PEOPLE	66	1	2	17	
r.	NEWS ABOUT THE ECONOMY (JOBS, INFLATION, ETC.)		1	2	18	
s.	OBITUARIES	68	1	2	19	
t.	POLITICAL OPINION COLUMNS		1	2	20	
u.	SPORTS NEWS ABOUT PROFESSIONAL TEAMS	70	1	2	21	10
v.	SPORTS NEWS ABOUT LOCAL SCHOOLS, COLLEGES, OR CLUBS		1	2	22	
w.	STORE ADS FOR CLOTHING	72	1	2	23	
x.	SUPERMARKET ADS		1	2	24	
y.	TV PROGRAM LISTINGS	74	1	2	25	
z.	MOVIE REVIEWS		1	2	26	
aa.	PUBLIC OPINION POLLS ON CURRENT EVENTS, CANDIDATES	76	1	2	27	
bb.	SERIES OF INVESTIGATIVE IN-DEPTH ARTICLES	779:0 805	1	2	28	
cc.	REAL ESTATE CLASSIFIED ADS	780:7	1	2	29	
dd.	FASHION AND LIFESTYLE FEATURES	7	1	2	30	

TAKE BACK DECK OF CARDS

32a. What about Sunday or weekend editions? Do you or your family get home delivery of a Sunday or weekend edition of a newspaper?

1 YES
2 NO 11
3 DON'T KNOW

32b. Do you or some other household member go out and buy the Sunday paper from a store or vending rack or other outlet?

1 YES -- ASK Q. 32c
2 NO 12
3 DON'T KNOW

YESTERDAY READERS AND YESTERDAY NONREADERS

IF "YES" ON Q. 32b, ASK:

32c. How often is one bought in the average month?

813
1 ALL FOUR SUNDAYS
2 THREE SUNDAYS
3 TWO SUNDAYS
4 ONE SUNDAY
5 DON'T KNOW

IF "YES" ON Q. 32a OR 32b, ASK:

32d. What is that paper's name? (RECORD ALL NAMES OF SUNDAY PAPERS DELIVERED OR BOUGHT.)

____

____ 14-16

____

33a. Now I'd like to ask you about last Sunday specifically: Did you read or look into a copy of the Sunday or weekend edition of a newspaper last Sunday?

17
1 YES -- ASK Q. 33b
2 NO -- SKIP TO Q. 33c
3 DON'T KNOW -- SKIP TO Q. 33c

IF "YES" ON Q. 33a, ASK:

33b. Counting all the times you picked up and read a paper last Sunday, how much time did you spend reading or looking into it? (RECORD BELOW IN HOURS AND MINUTES.)

18-20
__________ HOURS
__________ MINUTES
X DON'T KNOW

33c. Did any other adult members of your household read last Sunday's paper?

21
1 NOT APPLICABLE, RESPONDENT ONLY ADULT IN HOUSEHOLD
2 YES, ONE OR MORE
3 NO
4 DON'T KNOW

33d. And did any children under the age of 18 read last Sunday's paper?

22
1 NOT APPLICABLE, NONE IN HOUSEHOLD
2 YES, ONE OR MORE
3 NO
4 DON'T KNOW

YESTERDAY READERS AND YESTERDAY NONREADERS

33e. Are there any sections or parts of last Sunday's or weekend's paper still around the house for someone to read or use?

1 YES -- ASK Q. 33f
823 2 NO
3 DON'T KNOW -- SKIP TO Q. 33g

IF "YES" ON Q. 33e, ASK:

33f. Which sections are still around? (RECORD ALL RESPONSES IN COLUMN UNDER Q. 33f BELOW.)

33g. Including last Sunday, how many of the past four Sundays did you read or look into a Sunday or weekend edition of a newspaper?

1 ALL FOUR SUNDAYS
2 THREE SUNDAYS
24 3 TWO SUNDAYS
4 ONE SUNDAY
5 NONE -- SKIP TO Q. 35
6 DON'T KNOW

SHOW RESPONDENT CARD F.

34. Here is a list of sections or pages appearing in many Sunday editions. For each section, please tell me whether you read it regularly, look at it only now and then, or whether you put it aside without looking at it? If any of these sections are not available in your paper, please tell me so.

	Q. 33f AROUND HOUSE			Q. 34 READ REGULARLY	READ NOW AND THEN	PUT ASIDE	NOT AVAILABLE	NOT SURE	
25	1	a.	MAIN NEWS	1	2	3	4	5	27
	2	b.	REGIONAL, METROPOLITAN NEWS	1	2	3	4	5	
	3	c.	LOCAL NEWS	1	2	3	4	5	29
	4	d.	BUSINESS, FINANCIAL NEWS	1	2	3	4	5	
	5	e.	COMICS	1	2	3	4	5	31
	6	f.	EDITORIALS, OPINION	1	2	3	4	5	
	7	g.	ENTERTAINMENT, THE ARTS	1	2	3	4	5	33
	8	h.	FASHION, LIFESTYLES	1	2	3	4	5	
	9	i.	FOOD	1	2	3	4	5	35
	10	j.	HOME, GARDEN	1	2	3	4	5	
26	11	k.	MAGAZINE	1	2	3	4	5	37
	12	l.	REAL ESTATE	1	2	3	4	5	
	13	m.	SPORTS	1	2	3	4	5	39
	14	n.	TV BOOKLET, SCHEDULE	1	2	3	4	5	
	15	o.	TRAVEL	1	2	3	4	5	41
	16	p.	SPECIAL ADVERTISING INSERTS	1	2	3	4	5	42

35. Now let's talk a bit more about daily newspapers. When it comes to finding the things that interest you the most in the daily paper, would you say that it's pretty easy, that it takes some work, or that it takes a lot of work to find them?

1 PRETTY EASY
2 TAKES SOME WORK
3 TAKES A LOT OF WORK 43
4 DON'T KNOW

YESTERDAY READERS AND YESTERDAY NONREADERS

36a. Many newspapers have an index or summary of news and features in each day's paper to help the readers find things that are of interest to them. Does your daily paper contain a news index or summary?

845
1 YES -- ASK Q. 36b
2 NO
3 DON'T KNOW -- SKIP TO Q. 37

IF "YES" ON Q. 36a, ASK:

36b. Do you use this index regularly, do you use it occasionally, or don't you make use of the index?

46
1 USE IT REGULARLY
2 USE IT OCCASIONALLY
3 DO NOT USE IT
4 DON'T KNOW

37. As you know, sometimes news stories that begin on the front page are continued on an inside page or in another section. When you begin to read a story that jumps to another page or section, do you usually . . . ? (READ LIST.)

47
1 Turn to that page and keep reading the story,
2 Read it when you come to it as you go through the paper, or
3 Do you usually not read the rest of the story
4 DON'T KNOW

38. If a newspaper had to make a choice about how to use the space that is available for news, which would you personally prefer -- in-depth coverage of important stories or more short items?

48
1 IN-DEPTH COVERAGE
2 MORE SHORT ITEMS
3 CAN'T CHOOSE
4 DON'T KNOW

SHOW RESPONDENT CARD G.

39. Now, using the phrases on this card, please tell me -- for each of the topics I read to you -- how good a job the newspaper you read most often does in helping to keep you informed. Let's start with (INSERT X'D TOPIC FROM LIST BELOW). Would you say the job done by that newspaper is very good, fairly good, not too good, or not good at all in helping to keep you informed about (INSERT X'D TOPIC)? If you have no opinion or can't rate that item or any of the others, just say so. (CONTINUE IN LIKE MANNER UNTIL AN ANSWER HAS BEEN OBTAINED FOR EACH TOPIC ON LIST BELOW.)

(ROTATE STARTING POINT)			VERY GOOD	FAIRLY GOOD	NOT TOO GOOD	NOT GOOD AT ALL	NO OPINION/ CAN'T RATE	
____	a.	What the President and Congress are doing	1	2	3	4	5	*49*
____	b.	Things that happen in the neighborhood	1	2	3	4	5	
____	c.	What's going on in other countries	1	2	3	4	5	*51*
____	d.	What local government is doing	1	2	3	4	5	
____	e.	Sports events, sports news	1	2	3	4	5	*53*
____	f.	Crimes and robberies	1	2	3	4	5	
____	g.	The AIDS epidemic	1	2	3	4	5	*55*
____	h.	What's happening among minority groups	1	2	3	4	5	
____	i.	Environmental pollution problems	1	2	3	4	5	*57*

YESTERDAY READERS AND YESTERDAY NONREADERS

SHOW RESPONDENT CARD H.

40. As you know, most newspaper readers look through both the news items and also some of the regular features -- such as columnists, editorials, comics, and reviews of movies and books. Which one of these statements comes closest to describing your own feelings?

1 I LOOK FORWARD **MUCH MORE** TO READING THE **REGULAR FEATURES**
2 I LOOK FORWARD **SOMEWHAT MORE** TO READING THE **REGULAR FEATURES**
858 3 I LOOK FORWARD **SOMEWHAT MORE** TO READING THE **NEWS ITEMS**
4 I LOOK FORWARD **MUCH MORE** TO READING THE **NEWS ITEMS**
5 NOT SURE

SHOW RESPONDENT CARD I.

41. Here's something a little bit different. I'd like to have you rate the daily paper you read most often, using this scale. As you see, it goes from one to nine, with "1" at the bottom or extremely poor end and "9" at the top or excellent end of the scale. How would you rate the newspaper in terms of . . . ? (BEGIN WITH X'D ITEM FROM LIST BELOW. CIRCLE APPROPRIATE NUMBER FOR EACH RESPONSE. CIRCLE "0" ONLY IF RESPONDENT DOESN'T/CAN'T RATE AN ITEM.)

			EXTREMELY POOR ↓								EXCELLENT ↓	DON'T KNOW/ CAN'T RATE	
____	a.	How accurately it presents the news	1	2	3	4	5	6	7	8	9	0	*59*
____	b.	How good it looks	1	2	3	4	5	6	7	8	9	0	
____	c.	How interestingly it is written	1	2	3	4	5	6	7	8	9	0	*61*
____	d.	How fair or impartial it is to all sides	1	2	3	4	5	6	7	8	9	0	
____	e.	How readable and understandable it is	1	2	3	4	5	6	7	8	9	0	*63*
____	f.	The quality of the people who work for it	1	2	3	4	5	6	7	8	9	0	
____	g.	The kind of value it gives its readers for the money	1	2	3	4	5	6	7	8	9	0	*65*
____	h.	How genuinely interested the paper is in this community	1	2	3	4	5	6	7	8	9	0	
____	i.	How good a job it does in bringing to light things the public ought to know about	1	2	3	4	5	6	7	8	9	0	*67*

42a. In your judgment, does the newspaper you read most often keep its editorial opinions separate from the news stories it covers, or do its editorial opinions affect the way it reports the news?

1 EDITORIAL AND NEWS KEPT SEPARATE -- SKIP TO Q. 42c
68 2 EDITORIAL AFFECTS NEWS REPORTING -- ASK Q. 42b
3 MIXED: DOES/DOESN'T
4 DON'T KNOW -- SKIP TO Q. 42c

YESTERDAY READERS AND YESTERDAY NONREADERS

IF "AFFECTS NEWS REPORTING" OR "MIXED" ON Q. 42a, ASK:

42b. How frequently does that happen? Would you say . . . ? (READ LIST.)

1 All the time
2 A lot of the time
869 3 Only sometimes
4 Rarely
5 DON'T KNOW

42c. How about regular columns or other signed articles close to or on the editorial page of the paper. Do you think they represent a wide range of opinions, or do they mostly reflect just one basic viewpoint?

1 WIDE RANGE OF OPINIONS
70 2 JUST ONE VIEWPOINT
3 DON'T KNOW

43a. Would you prefer your daily paper to have more advertising in it, less advertising, or the same amount of advertising as it has now?

1 MORE ADVERTISING
2 LESS ADVERTISING
3 SAME AMOUNT OF ADVERTISING 71
4 DON'T KNOW

43b. How about the Sunday paper. Would you prefer it to have more advertising, less advertising, or the same amount of advertising as it has now?

1 MORE ADVERTISING
2 LESS ADVERTISING
3 SAME AMOUNT OF ADVERTISING 72
4 DON'T KNOW

44. A lot of newspaper ads appear on separately printed circulars or small sections that are inserted into the paper. How much attention do you usually give these inserts compared to ads printed on the newspaper's regular pages? Would you say you give the inserts more attention, less attention, or about the same amount of attention as advertising printed on the newspaper's pages along with the news and features?

1 INSERTS GET MORE ATTENTION
73 2 INSERTS GET LESS ATTENTION
3 INSERTS GET THE SAME AMOUNT
4 DON'T KNOW

45. How about advertising coupons that save you money at the store? Have you clipped any coupons from a newspaper in the past three months or so?

1 YES
2 NO 74
3 DON'T KNOW

46. People play various roles in daily life -- as citizens, as consumers, as jobholders, and so on. Which of the two media -- newspapers or TV -- is more important to you . . . ? (READ LIST. ENTER ONE ANSWER FOR EACH ROW.)

	NEWSPAPERS	TV	BOTH EQUAL	DON'T KNOW	
a. As a citizen or voter	1	2	3	4	75
b. As a consumer or shopper	1	2	3	4	
c. In planning your leisure time	1	2	3	4	77

879:0
880:8

47. People have different ideas about the news, especially what's called "local news." What does this phrase, "local news," mean to you? (PROBE: What kinds of things come to mind?)

________________________________ 905-6

________________________________ 7-8

____

____

YESTERDAY READERS AND YESTERDAY NONREADERS

48a. Please tell me for each of the following whether or not you feel it belongs under the heading of "local news." (READ LIST. CIRCLE ALL THAT APPLY.)

		Q. 48a BELONGS UNDER "LOCAL NEWS"	Q. 48b ONE BEST DEFINITION	
a. Events in this neighborhood		1	1	
b. Things that happen in (CITY/TOWN)	909	2	2	10
c. Events in this region or metro area		3	3	
d. Things that happen in this state		4	4	

IF MORE THAN ONE CIRCLED ON Q. 48a, ASK:

48b. Which one is the best definition of local news?

SHOW RESPONDENT CARD J.

49a. Here's a list of newsmagazines. Which ones, if any, do you ever read or look at? (RECORD BELOW UNDER Q. 49a.)

ASK Q. 49b FOR EACH MAGAZINE LOOKED AT IN Q. 49a.

49b. Do you subscribe to (INSERT MAGAZINE)? (RECORD BELOW UNDER Q. 49b.)

		Q. 49a EVER READ			Q. 49b SUBSCRIBE			
NEWS MAGAZINES		YES	NO	DK	YES	NO	DK	
TIME	11	1	2	3	1	2-	3	14
NEWSWEEK	12	1	2	3	1	2	3	
U.S. NEWS & WORLD REPORT	13	1	2	3	1	2	3	16

50a. Aside from newsmagazines, are there any other magazines you regularly read or look at?

17
1 YES -- ASK Q. 50b
2 NO -- SKIP TO Q. 51a
3 DON'T KNOW -- SKIP TO Q. 51a

IF "YES" ON Q. 50a, ASK:

50b. What are these magazines? (PROBE: Are there any others?) (INTERVIEWER: DO NOT RECORD NAMES. JUST RECORD NUMBER OF MAGAZINES MENTIONED.)

18-20
NUMBER MENTIONED

51a. Do you happen to be reading any books currently?

21
1 YES -- ASK Q. 51b
2 NO -- SKIP TO Q. 61a
3 DON'T KNOW -- SKIP TO Q. 61a

IF "YES" ON Q. 51a, ASK:

51b. Is that book about real people or events (NONFICTION) or is it a novel or other work of fiction?

22
1 NONFICTION
2 FICTION
3 DON'T KNOW

INTERVIEWER: QUESTIONS 52-60 ARE SKIPPED: GO TO Q. 61a. P. 32

NEWSPAPER NONREADERS

INTERVIEWER: ASK Qs. 52 THROUGH 60 OF NEWSPAPER NONREADERS ONLY.

52. From what you've told me, you don't read the newspaper, but what about others in your household? To the best of your knowledge, how many adults in your household -- those 18 years of age or older -- read or looked at a daily newspaper yesterday?

1 DOES NOT APPLY -- RESPONDENT ONLY ADULT IN HOUSEHOLD
2 NONE
923 3 ONE OR MORE
4 DON'T KNOW

53a. And how many children or young people in your household between the ages of 6 and 17 read or looked into any daily newspaper yesterday? (IF NONE, ASK: Are there any children between the ages of 6 and 17 in your household?)

1 DOES NOT APPLY, NO CHILDREN IN THAT AGE RANGE IN HOUSEHOLD -- SKIP TO Q. 54a
2 NONE
24 3 ONE OR MORE
4 DON'T KNOW

IF "NONE," "ONE OR MORE," OR "DON'T KNOW" ON Q. 53a, ASK:

53b. How many, if any, of the children in your house ever get to read or look into the daily newspaper?

1 NONE
2 ONE OR MORE 25
3 DON'T KNOW

53c. And how many, if any, of them get to read or look into the Sunday newspaper?

1 NONE
2 ONE OR MORE 26
3 DON'T KNOW

54a. Do you or your family get home delivery of a daily newspaper?

1 YES -- ASK Q. 54b 27
2 NO -- SKIP TO Q. 54j

IF "YES" ON Q. 54a, ASK:

54b. Is that daily paper delivered before or after the noon hour?

1 BEFORE NOON
2 AFTER NOON 28
3 DON'T KNOW

54c. How long have you or someone in this household been getting home delivery of a daily newspaper?

1 LESS THAN ONE YEAR
2 ONE TO TWO YEARS
3 THREE TO FOUR YEARS 29
4 FIVE TO NINE YEARS
5 TEN YEARS OR LONGER
6 DON'T KNOW

54d. The last time your subscription was renewed, did you pay the regular price or did the renewal include some some special offer -- like a cheaper rate or some gift or premium?

1 REGULAR PRICE, NO SPECIAL OFFER
2 CHEAPER RATE 30
3 GIFT OR PREMIUM
4 DON'T KNOW

54e. Generally, how satisfied are you with the weekday delivery service you get? Would you say you are . . . ? (READ LIST.)

1 Very satisfied
2 Fairly well satisfied 31
3 Not too satisfied
4 Not at all satisfied
5 DON'T KNOW

NEWSPAPER NONREADERS

54f. Is your newspaper delivered by mail or by carrier, (IF TWO OR MORE) or both mail and carrier?	1 MAIL -- SKIP TO Q. 54i 2 CARRIER | -- ASK Q. 54g 3 BOTH | 4 DON'T KNOW -- SKIP TO Q. 55	932

IF "CARRIER" OR "BOTH" ON Q. 54f, ASK:

54g. Is your carrier an adult or a youngster under 18 years old?	1 ADULT 2 YOUNGSTER 3 DON'T KNOW	33
54h. Do you pay your carrier directly or do you pay by mail?	1 PAY CARRIER -- SKIP TO Q. 55 2 PAY BY MAIL | -- ASK Q. 54i 3 BOTH | 4 DON'T KNOW -- SKIP TO Q. 55	34

IF "MAIL" ON Q. 54f "MAIL" OR "BOTH" OR 54h, ASK:

54i. Do you usually pay for your newspaper in advance of the delivery period or after it?	1 IN ADVANCE | -- SKIP TO Q. 55 2 AFTER | 3 BOTH | 4 DON'T KNOW |	35

IF NO HOME DELIVERY ON Q. 54a, ASK:

54j. Have you ever had home delivery of a daily newspaper?	1 YES 2 NO 3 DON'T KNOW	36
54k. Since you have been living at your present address, has anyone ever asked you to subscribe to a daily newspaper, either in person, by mail, or by phone?	1 YES -- ASK TO Q. 54m 2 NO | -- SKIP TO Q. 55 3 DON'T KNOW |	37

IF "YES" ON Q. 54k, ASK:

54m. What were your main reasons for deciding not to subscribe the last time you were asked? (PROBE: Did you have any other reason?)

______________________________ 38-39

______________________________ 40-41

____

____

55. Have you ever canceled a daily newspaper subscription because you were dissatisfied with the delivery service?	1 YES 2 NO 3 DON'T KNOW	42
56. Are there any convenient places where you can buy single copies of a daily newspaper if you want to?	1 YES 2 NO 3 DON'T KNOW	43

NEWSPAPER NONREADERS

57a.	About how often do you, personally, go out and buy a copy of any daily paper? (DO NOT READ LIST.)	1 TWICE A DAY 2 EVERY DAY -- SKIP TO Q. 57c 3 ALMOST EVERY DAY 4 FOUR TIMES A WEEK 5 THREE TIMES A WEEK -- ASK Q. 57b 6 TWICE A WEEK 7 ONCE A WEEK 8 LESS OFTEN 9 HARDLY EVER, NEVER -- SKIP TO Q. 58a	944
	IF GO OUT AND BUY PAPER OTHER THAN TWICE A DAY OR EVERY DAY ON Q. 57a, ASK:		
57b.	On which days do you usually buy a daily paper that way? (CIRCLE ALL THAT APPLY.)	1 MONDAY 2 TUESDAY 3 WEDNESDAY 4 THURSDAY 5 FRIDAY 6 SATURDAY -- IF **NOT** MENTIONED, ASK Q. 57c	45
	IF "TWICE A DAY" OR "EVERY DAY" ON Q. 57a OR IF "SATURDAY" **NOT** MENTIONED ON Q. 57b, ASK:		
57c.	Does that include Saturday?	1 YES 2 NO 3 NO SATURDAY EDITION 4 DON'T KNOW	46
58a.	What about Sunday or weekend editions? Do you or your family get home delivery of a Sunday or weekend edition of a newspaper?	1 YES 2 NO 3 DON'T KNOW	47
58b.	Do you or some other household member go out and buy the Sunday paper from a store or vending rack or other outlet?	1 YES 2 NO -- SKIP TO Q. 59a 3 DON'T KNOW	48
	IF "YES" ON Q. 58b, ASK:		
58c.	How often is one bought in the average month?	1 ALL FOUR SUNDAYS 2 THREE SUNDAYS 3 TWO SUNDAYS 4 ONE SUNDAY 5 DON'T KNOW	49
	IF "YES" ON Q. 58a OR 58b, ASK:		
58d.	What is that paper's name?	____________ (RECORD NAME)	50-52
59a.	Let's talk about last Sunday. You told me you did not read it, but did any other adult members of your household read last Sunday's paper?	1 NOT APPLICABLE, RESPONDENT ONLY ADULT IN HOUSEHOLD 2 YES, ONE OR MORE 3 NO 4 DON'T KNOW	53
59b.	And did any children under the age of 18 read last Sunday's paper?	1 NOT APPLICABLE, NONE IN HOUSEHOLD 2 YES, ONE OR MORE 3 NO 4 DON'T KNOW	54

NEWSPAPER NONREADERS

IF "YES" ON Q. 59a OR 59b ASK; OTHERWISE SKIP TO Q. 61a:

60. Are there any sections or parts of last Sunday's or weekend's paper still around the house for someone to read or use? (IF YES: Which sections are still around?) (RECORD BELOW.)

	STILL AROUND HOUSE	
MAIN NEWS	1	955
REGIONAL, METROPOLITAN NEWS	2	
LOCAL NEWS	3	
BUSINESS, FINANCIAL NEWS	4	
COMICS	5	
EDITORIALS, OPINION	6	
ENTERTAINMENT, THE ARTS	7	
FASHION, LIFESTYLES	8	
FOOD	9	
HOME, GARDEN	10	
MAGAZINE	11	56
REAL ESTATE	12	
SPORTS	13	
TV BOOKLET, SCHEDULE	14	
TRAVEL	15	
SPECIAL ADVERTISING INSERTS	16	
NONE	17	

EVERYBODY

Now a few questions on a somewhat different topic.

61a. How long have you and your family lived at this address?

1 LESS THAN ONE YEAR
2 ONE - TWO YEARS
3 THREE - FOUR YEARS
-- ASK Q. 61b *957*

4 FIVE - NINE YEARS
5 10 YEARS OR MORE
-- SKIP TO Q. 62a *58*
6 REFUSED

IF LESS THAN FIVE YEARS IN Q. 61a, ASK:

61b. How long have you been living here in (INSERT CITY/TOWN)?

1 LESS THAN ONE YEAR
2 ONE - TWO YEARS
3 THREE - FOUR YEARS
4 FIVE - NINE YEARS *59*
5 10 YEARS OR MORE
6 REFUSED

62a. Including yourself, how many people are there living in your household who are . . . ?

Adults 18 and older __________ *60*

Between 12 and 17 years old __________ *61*

Between six and 11 years old __________ *62*

Under six years of age __________ *63*

62b. In all then, am I right that there are (INSERT SUM OF ANSWERS ABOVE) people living here? (VERIFY AND ENTER IN BOX AT RIGHT.)

☐ *64-65*

62c. Are you the male/female head of the household?

1 YES, MALE HEAD
2 YES, FEMALE HEAD
-- SKIP TO Q. 63 *66*
3 NO -- ASK Q. 62d

IF NOT HEAD OF HOUSEHOLD, ASK:

62d. What is your relationship to the head of the household?

1 DAUGHTER
2 MOTHER
3 OTHER FEMALE RELATION
4 FATHER
5 SON *67*
6 OTHER MALE RELATION
7 NOT RELATED
8 OTHER ________________
9 REFUSED

63. Do you own or rent your home?

1 OWN *68*
2 RENT

64. Are you currently registered and eligible to vote in the precinct or election district where you live?

1 YES
2 NO
3 DON'T KNOW *69*
4 REFUSED

65. Did you happen to vote in the 1984 presidential election between Reagan and Mondale?

1 YES
2 NO
3 NOT ELIGIBLE *70*
4 DON'T KNOW
5 REFUSED

66. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an independent, or what?

1 REPUBLICAN
2 DEMOCRAT
3 INDEPENDENT
4 OTHER (SPECIFY) ______ *971*
5 DON'T KNOW
6 REFUSED

67. How much do you think your opinion can count in influencing the actions and policies of the local government? Would you say . . . ? (READ LIST.)

1 A lot
2 Some
3 A little *72*
4 Not at all
5 DON'T KNOW

Now I have just a few more questions for statistical purposes only.

68a. What is your date of birth?

______ MONTH *73-74*　______ DAY *75-76*　______ YEAR *77-78*　*979:0*　*980:9*

IF REFUSED ON Q. 68a, ASK:

68b. **SHOW RESPONDENT AGE CARD.**

Which of the categories on this card indicates your current age? Just read me the number that appears before the grouping.

		Q. 68b VOLUNTEERED	Q. 68c ESTIMATED	
18 - 24	*1005*	1	1	*7*
25 - 29		2	2	
30 - 34		3	3	
35 - 39		4	4	
40 - 44		5	5	
45 - 49		6	6	
50 - 54		7	7	
55 - 59		8	8	
60 - 64		9	9	
65 - 69		10	10	
70 - 74	*6*	11	11	*8*
75 OR OLDER		12	12	
REFUSAL		13	13	

68c. INTERVIEWER: IF STILL REFUSES -- ESTIMATE CATEGORY →

69. What was the last grade or year of school you completed? (VERIFY IF RESPONDENT RECEIVED A HIGH SCHOOL DIPLOMA OR CERTIFICATE, OR A COLLEGE OR POSTGRADUATE DEGREE.)

1 8TH GRADE OR LESS
2 9TH - 11TH GRADES
3 12TH (HIGH SCHOOL GRADUATE)
9 4 1 - 3 YEARS OF COLLEGE
5 COLLEGE DEGREE
6 POSTGRADUATE WORK
7 POSTGRADUATE DEGREE
8 REFUSED

70a. Are you currently a member of any groups or organizations that hold regular meetings, which you attend from time to time?

1 YES -- ASK Q. 70b *10*
2 NO
3 REFUSED -- SKIP TO Q. 71a

IF "YES" ON Q. 70a, ASK:

70b. Do you serve, or have you served, as an officer of any of those groups or organizations?

1 YES
2 NO *11*
3 REFUSED

71a. Are you currently employed either part-time or full-time? By employed, I mean at a job for which you earn money. (PROBE: Is that full-time or part-time?) *1012*

1 YES, FULL-TIME
2 YES, PART-TIME
-- ASK Q. 71b

3 NO
4 REFUSED
-- SKIP Q. 72a

IF "YES" IN Q. 71a, ASK:

71b. What kind of work do you do?

____ *13-14*

71c. What kind of company or organization do you work for?

____ -- SKIP TO Q. 73a *15-16*

IF "NO" OR "REFUSED" IN Q. 71a, ASK:

72a. Were you employed in the past? *17*

1 YES -- ASK Q. 72b
2 NO
3 REFUSED
-- SKIP TO Q. 72d

IF "YES" IN Q. 71a, ASK:

72b. What kind of work did you do?

____ *18-19*

72c. What kind of company or organization did you work for?

____ *20-21*

72d. Are you retired, temporarily unemployed, a full-time student, or a homemaker? *22*

1 RETIRED -- SKIP TO Q. 73a
2 TEMPORARILY UNEMPLOYED
3 FULL-TIME STUDENT
4 HOMEMAKER
5 REFUSED
-- ASK Q. 72e

IF NOT "RETIRED" IN Q. 72d, ASK:

72e. Do you happen to be looking for work right now? *23*

1 YES -- SKIP TO Q. 73a
2 NO
3 REFUSED
-- ASK Q. 72f

IF "NO" OR "REFUSED" IN Q. 72e, ASK:

72f. Do you think you will be going to work in the future? *24*

1 YES
2 NO
3 REFUSED

73a. Are you currently married, divorced, widowed, or separated -- or have you never been married? *25*

1 MARRIED -- ASK Q. 73b
2 WIDOWED
3 DIVORCED
4 SEPARATED
5 NEVER MARRIED
6 REFUSED
-- SKIP TO Q. 74

IF MARRIED IN Q. 73a, ASK:

73b. Is your husband/wife employed full-time or part-time, or looking for work, or not employed?

1026
1 YES, FULL-TIME
2 YES, PART-TIME — ASK -- Q. 73c
3 LOOKING FOR WORK
4 NOT EMPLOYED
5 REFUSED — -- SKIP TO Q. 74

IF "FULL-TIME OR PART-TIME" OR "LOOKING FOR WORK" IN Q. 73b, ASK:

73c. What kind of work does [he/she] do?

____ 27-28

74. What is your religious preference? Is it Protestant, Catholic, Jewish, some other religion, or no religion?

29
1 PROTESTANT
2 CATHOLIC
3 JEWISH
4 OTHER RELIGION
5 NO RELIGION
6 NO ANSWER/REFUSED

SHOW RESPONDENT INCOME CARD

75a. Which of the categories on this card best describes your total family income before taxes, for 1986? Just read me the number next to the category that applies?

30
1 Under $10,000
2 $10,000 - $14,999
3 $15,000 - $19,999
4 $20,000 - $24,999
5 $25,000 - $29,999
6 $30,000 - $39,999
7 $40,000 - $49,999
8 $50,000 - $74,999
9 $75,000 AND OVER
0 REFUSED

75b. Including yourself, how many people in your family contribute to that income from their earnings or any other sources? (ENTER IN BOX.) → ☐ 31-32

76a. Is some other language besides English used in your home, by you and others living here?

33
1 YES -- ASK Q. 76b
2 NO
3 REFUSED — -- SKIP TO Q. 77

IF SOME OTHER LANGUAGE USED IN Q. 76a, ASK:

76b. What language is that?

34
1 SPANISH
2 OTHER (SPECIFY) ________________________
3 REFUSED

76c. Does any newspaper in that language come into the home on a regular basis, say at least once a week?

35
1 YES
2 NO
3 REFUSED

INTERVIEWER: RECORD ANSWERS FOR QUESTIONS 77 THROUGH 79 BY OBSERVATION. DO NOT ASK.

77. RESPONDENT IS:

1 WHITE
2 BLACK
3 ASIAN
4 OTHER

78. SEX:

1 MALE
2 FEMALE

79. TYPE OF DWELLING UNIT:

1 SEPARATE SINGLE HOUSE
2 TWO- OR THREE-FAMILY HOUSE
3 TOWNHOUSE OR ROW HOUSE
4 APARTMENT, 5 FLOORS OR LESS
5 APARTMENT, 6 FLOORS OR MORE
6 MOBILE HOME

Time Ended: ______________ am / pm

Date: ______________________

Interviewer: ________________________________

QUESTIONNAIRE

FORM B

SHOW RESPONDENT CARD G

35. Here's something a little bit different. I'd like you to rate the daily paper you read most often, using this scale. As you see, it goes from one to nine, with "1" at the bottom or extremely poor end, and "9" at the top or excellent end of the scale.

What kind of job do you think the newspaper you read most often is doing on . . . ? (START WITH X'd ITEM.)

(ROTATE STARTING POINT)		EXTREMELY POOR ↓							EXCELLENT ↓		DON'T KNOW	
____	a. Separating facts from opinions	1	2	3	4	5	6	7	8	9	0	45
____	b. Organizing the paper so you can find what you want	1	2	3	4	5	6	7	8	9	0	
____	c. Making sure that the paper isn't boring to read	1	2	3	4	5	6	7	8	9	0	47
____	d. Using photos, maps, and charts that make the news easier to understand	1	2	3	4	5	6	7	8	9	0	
____	e. Covering local news stories you don't see on TV	1	2	3	4	5	6	7	8	9	0	49
____	f. Using a size of print that is easy to read	1	2	3	4	5	6	7	8	9	0	50

SHOW RESPONDENT CARD H

36. Now I'd like to ask you about some topics that show up in the news. First, take (INSERT X'd ITEM). Which one of these do you rely on most to keep up with (INSERT X'd ITEM) -- radio, newspapers, TV, magazines, talking with people, or some other means? If you don't usually try to keep up with that topic, just say so. (CONTINUE WITH LIST.)

(ROTATE STARTING POINT)		RADIO	NEWSPAPERS	TV	MAGAZINES	TALKING WITH PEOPLE	OTHER MEANS	DON'T TRY TO KEEP UP	
____	a. Politics and elections	1	2	3	4	5	6	7	51
____	b. The economy	1	2	3	4	5	6	7	
____	c. The entertainment world	1	2	3	4	5	6	7	53
____	d. Events in this city or town	1	2	3	4	5	6	7	
____	e. Sports results	1	2	3	4	5	6	7	55
____	f. International affairs	1	2	3	4	5	6	7	
____	g. Health and science	1	2	3	4	5	6	7	57
____	h. Fashion and lifestyle	1	2	3	4	5	6	7	58

37. Suppose that there were two daily newspapers around here: one that was mostly news with some features, and the other that was mostly entertaining features with a summary of news. Which newspaper would you personally prefer? (DO NOT READ CATEGORIES.)

1 WANT MOSTLY NEWS
2 WANT MOSTLY FEATURES
59 3 WANT A BALANCE OF BOTH -- VOLUNTEERED
4 CAN'T CHOOSE BETWEEN THE TWO -- VOLUNTEERED
5 DON'T KNOW

SHOW RESPONDENT CARD I.

38a. People read their newspaper in different ways. Which of these best describes the way you usually look at a daily paper?

	Q. 38a DAILY	Q. 38b SUNDAY	
a. I start with the front page of the main news section and go right through, scanning almost every page	1	1	
b. I turn first to some other section or feature, then go back through the rest of the paper, scanning most pages	2	2	
c. I read some sections or features and skim the rest of the pages in the paper	860 3	3	61
d. I only read the parts of the paper that interest me and pay no attention to the rest	4	4	
e. Don't know	5	5	
		6 -- DOES NOT APPLY, DO NOT READ SUNDAY'S PAPER	

38b. How about the Sunday paper? Which of these best describes the way you usually look at the Sunday paper?

39a. Do you usually read the daily paper at one sitting, or do you pick it up more than once during the course of the day?

	Q. 39a DAILY	Q. 39b SUNDAY	
a. READ IT AT ONE SITTING	1	1	
b. PICK IT UP SEVERAL TIMES	62 2	2	63
c. NO FIXED PATTERN, DEPENDS (VOLUNTEERED)	3	3	
d. DON'T KNOW	4	4	
		5 -- DOES NOT APPLY, DO NOT READ SUNDAY'S PAPER	

39b. How about the Sunday paper? Do you usually read it at one sitting, or do you pick it up more than once during the course of the day?

40a. Sunday newspapers carry a lot of special sections and features that don't appear on weekdays. Some newspapers include a lot of them in with the Saturday paper. Does your Saturday paper often contain such special sections?

1 YES
2 NO -- ASK Q. 40b
64 3 DON'T KNOW
4 DOES NOT APPLY -- NO SATURDAY PAPER
5 DOES NOT APPLY -- DO NOT READ SUNDAY PAPER -- SKIP TO Q. 41

IF "YES," "NO," OR "DON'T KNOW" ON Q. 40a, ASK:

40b. Which would you prefer, that a lot of those sections get distributed with the Saturday paper, or do you prefer to have them all come with Sunday's paper?	1 PREFER THEM ON SATURDAY 2 PREFER THEM ON SUNDAY 3 NO PREFERENCE (VOLUNTEERED)	65
41. If you had to give up reading one or the other, which would you give up -- the daily or the Sunday paper?	1 GIVE UP THE DAILY 2 GIVE UP THE SUNDAY 3 DON'T KNOW 4 DOES NOT APPLY -- DO NOT READ SUNDAY PAPER	66

42a. Did you look at classified ads for homes, jobs, cars, or other things in the daily paper at any time during the past week?

1 YES -- ASK Q. 42b
2 NO
3 DON'T KNOW -- SKIP TO Q. 43a
4 DOES NOT APPLY/DID NOT READ DAILY PAPER LAST WEEK

IF "YES" ON Q. 42a, ASK:

42b. Were you looking specifically for a certain kind of ad, or were you just looking at some pages on which those classified ads happened to be located?

1 LOOKED FOR SPECIFIC ADS -- ASK Q. 42c
2 JUST HAPPENED TO SEE ADS -- SKIP TO Q. 43a

IF LOOKED FOR SPECIFIC ADS, ASK:

42c. What type of ads were you looking for? (DO NOT READ. CIRCLE ALL THAT APPLY.)

1 REAL ESTATE
2 AUTOMOTIVE/CARS
3 JOBS/HELP WANTED
4 OTHER ____________________
5 DON'T KNOW

43a. What about last Sunday's paper? Did you look at any classified ads for homes, jobs, cars, or other things in last week's Sunday paper?

1 YES -- ASK Q. 43b
2 NO
3 DON'T KNOW -- SKIP TO Q. 44
4 DOES NOT APPLY/DID NOT READ SUNDAY PAPER LAST WEEK

IF "YES" ON Q. 43a, ASK:

43b. Were you looking specifically for a certain kind of ad, or were you just looking at some pages on which those classified ads happened to be located?

1 LOOKED FOR SPECIFIC ADS -- ASK Q. 43c
2 JUST HAPPENED TO SEE ADS -- SKIP TO Q. 44

IF LOOKED FOR SPECIFIC ADS, ASK:

43c. What type of ads were you looking for? (DO NOT READ. CIRCLE ALL THAT APPLY.)

1 REAL ESTATE
2 AUTOMOTIVE/CARS
3 JOBS/HELP WANTED
4 OTHER ____________________
5 DON'T KNOW

44. Which of the two -- the daily paper of the Sunday paper -- are you more likely to look at for its classified ads?

1 DAILY
2 SUNDAY
3 (VOLUNTEERED) LOOK AT BOTH
4 DON'T KNOW

SHOW RESPONDENT CARD J FOR Q. 45.

45. Here are some reasons people give for reading a newspaper. Please tell me for each of them if you agree or disagree that it applies to you personally. (IF AGREE: Would you say you agree strongly, or only somewhat, that it applies to you?)

(ROTATE STARTING POINT)

		AGREE STRONGLY	AGREE SOMEWHAT	DISAGREE	DON'T KNOW
___	a. Reading the paper helps me to talk with other people about what's happening	1	2	3	4
___	b. The paper tells me about celebrities and interesting people I like to know about	1	2	3	4
___	c. The paper helps me to decide where to shop and buy	1	2	3	4
___	d. Things I read about in the newspaper help me plan my day and decide about things to do	1	2	3	4
___	e. Reading a newspaper gives me something to do to pass the time	1	2	3	4
___	f. The newspaper lets me follow up and learn more about things I saw or heard elsewhere	1	2	3	4
___	g. Reading a paper helps me to form opinions about the important issues of the day	1	2	3	4
___	h. When I don't have a paper to read, I get to feel isolated or out of touch with the news	1	2	3	4
___	i. Accidents, crimes, and personal tragedies are all parts of life that the paper needs to make available to its readers	1	2	3	4
___	j. It's entertaining to read a newspaper because of the variety of news and features	1	2	3	4
___	k. Reading about candidates for office helps me decide how to vote	1	2	3	4

46. How would you describe the political views of the newspaper you read most often -- would you say that it is mostly liberal, conservative, or middle-of-the-road?

1 MOSTLY LIBERAL
2 CONSERVATIVE
3 MIDDLE-OF-ROAD
4 OTHEP (SPECIFY)
5 DON'T KNOW

47. Would you say you mostly agree with the editorial positions taken by that newspaper, or disagree more often than you agree, or are your views about evenly divided?

1 MOSTLY AGREE
2 DISAGREE MORE OFTEN
3 ABOUT EVENLY DIVIDED
4 CAN'T SAY

48. Are there any weekly newspapers published locally that you have read or looked at in the last seven days? I just want to know about the weekly papers you have to pay for.

1 YES, HAVE READ ONE
2 NO
3 DON'T KNOW

49a. And how about papers that are delivered to you free of charge, such as free weeklies, penny-savers, or shoppers? Are any of these delivered regularly to your home/apartment house? I don't mean circulars or flyers with ads from only one store, like a supermarket or discount store.

1 YES, DELIVERED
2 NO, NOT DELIVERED
3 DON'T KNOW

49b. Are there any other free papers you can pick up in stores or elsewhere in your area?

1 YES
2 NO
3 DON'T KNOW

IF "YES" IN EITHER Qs. 49a OR 49b, ASK Q. 49c; OTHERWISE, SKIP TO Q. 61a:

49c. Have you, yourself, read or looked at any of these free papers in the past seven days, including the ones delivered to your home as well as the ones you may have picked up elsewhere.

1 YES
2 NO
3 DON'T KNOW

Qs. 50 - 51b ARE NOT ASKED ON THIS QUESTIONNAIRE.
ALL YESTERDAY READERS AND YESTERDAY NONREADERS SKIP TO Q. 61a

CARD A

a. GO TO A MOVIE

b. SPEND TIME WORKING ON A HOBBY

c. EXERCISE, JOG, BOWL, OR TAKE PART IN SOME OTHER ACTIVE SPORTS

d. ATTEND A MEETING OF SOME KIND

e. GO OUT TO ATTEND A SPORTING EVENT

CARD B

WAKE UP

DAYPART 1

From waking up through your midday meal

MIDDAY MEAL

DAYPART 2

From after your midday meal through your evening meal

EVENING MEAL

DAYPART 3

From after your evening meal through going to sleep

GO TO SLEEP

CARD C

a. NBC WORLD NEWS AT SUNRISE (Deborah Norville/NBC)

b. ABC WORLD NEWS THIS MORNING (Ted Duvall, Edie Magnus/ABC)

c. CBS MORNING NEWS (Faith Daniels, Forrest Sawyer/CBS)

d. NBC BUSINESS NEWS BEFORE HOURS (Bob Jamieson/NBC)

e. TODAY SHOW (Bryant Gumbel, Jane Pauley/NBC)

f. GOOD MORNING AMERICA (Charlie Gibson, Joan Lundun/ABC)

g. THE MORNING PROGRAM (Mariette Hartley, Rolland Smith/CBS)

h. CNN -- CABLE NEWS NETWORK

i. OTHER NETWORK TV NEWS (SPECIFY NEWSCASTER AND CHANNEL)

j. PBS (PUBLIC BROADCASTING SERVICE) NETWORK SHOW (SPECIFY NEWSCASTER AND CHANNEL)

k. OTHER CABLE TV NEWS (SPECIFY NEWSCASTER AND CHANNEL)

l. LOCAL NEWS PROGRAM (SPECIFY NEWSCASTER AND CHANNEL)

DAYPART 1
FROM WAKING UP THROUGH YOUR MIDDAY MEAL

A/B

CARD D

a. NBC NIGHTLY NEWS (Tom Brokaw/NBC)

b. CBS EVENING NEWS (Dan Rather/CBS)

c. ABC WORLD NEWS TONIGHT (Peter Jennings/ABC)

d. McNEIL-LEHRER NEWSHOUR (PBS)

e. ABC NIGHTLINE (Ted Koppel/ABC)

f. INN -- INDEPENDENT NETWORK NEWS

g. CNN -- CABLE NEWS NETWORK

h. OTHER NETWORK TV NEWS (SPECIFY NEWSCASTER AND CHANNEL)

i. OTHER PBS (PUBLIC BROADCASTING SERVICE) NETWORK NEWS (SPECIFY NEWSCASTER AND CHANNEL)

j. OTHER CABLE TV NEWS (SPECIFY NEWSCASTER AND CHANNEL)

k. LOCAL NEWS PROGRAM (SPECIFY NEWSCASTER AND CHANNEL)

DAYPART 2	DAYPART 3
FROM AFTER YOUR MIDDAY MEAL THROUGH YOUR EVENING MEAL	FROM AFTER YOUR EVENING MEAL THROUGH GOING TO SLEEP

A/B

CARD E

1 HOME DELIVERY

2 BOUGHT AT NEWSSTAND

3 BOUGHT AT SOME OTHER TYPE OF STORE

4 BOUGHT AT VENDING MACHINE OR RACK

5 DELIVERED TO OFFICE OR PLACE OF WORK

6 OTHER FAMILY MEMBER BROUGHT HOME

7 BORROWED COPY FROM FRIEND OR CO-WORKER

8 PICKED UP COPY SOMEBODY ELSE LEFT BEHIND

9 SOME OTHER WAY (SPECIFY)

A/B

CARD F

a. MAIN NEWS

b. REGIONAL, METROPOLITAN NEWS

c. LOCAL NEWS

d. BUSINESS, FINANCIAL NEWS

e. COMICS

f. EDITORIALS, OPINION

g. ENTERTAINMENT, THE ARTS

h. FASHION, LIFESTYLES

i. FOOD

j. HOME, GARDEN

k. MAGAZINE

l. REAL ESTATE

m. SPORTS

n. TV BOOKLET, SCHEDULE

o. TRAVEL

p. SPECIAL ADVERTISING INSERTS

A/B

CARD G

1 VERY GOOD

2 FAIRLY GOOD

3 NOT TOO GOOD

4 NOT GOOD AT ALL

5 NO OPINION/CAN'T RATE

A

CARD H

1 I LOOK FORWARD MUCH MORE TO READING THE REGULAR FEATURES

2 I LOOK FORWARD SOMEWHAT MORE TO READING THE REGULAR FEATURES

3 I LOOK FORWARD SOMEWHAT MORE TO READING THE NEWS ITEMS

4 I LOOK FORWARD MUCH MORE TO READING THE NEWS ITEMS

A

CARD I

EXTREMELY POOR | EXCELLENT

1 2 3 4 5 6 7 8 9

A

CARD J

TIME

NEWSWEEK

U.S. NEWS & WORLD REPORT

A

CARD G

EXTREMELY POOR | EXCELLENT

1 2 3 4 5 6 7 8 9

B

CARD H

TRY TO KEEP UP

1 RADIO

2 NEWSPAPERS

3 TV

4 MAGAZINES

5 TALKING WITH PEOPLE

6 OTHER MEANS (SPECIFY)

7 DON'T TRY TO KEEP UP

B

CARD I

a. I START WITH THE FRONT PAGE OF THE MAIN NEWS SECTION AND GO RIGHT THROUGH, SCANNING ALMOST EVERY PAGE.

b. I TURN FIRST TO SOME OTHER SECTION OR FEATURE, THEN GO BACK THROUGH THE REST OF THE PAPER, SCANNING MOST PAGES.

c. I READ SOME SECTIONS OR FEATURES AND SKIM THE REST OF THE PAGES IN THE PAPER.

d. I ONLY READ THE PARTS OF THE PAPER THAT INTEREST ME AND PAY NO ATTENTION TO THE REST.

B

CARD J

a. READING THE PAPER HELPS ME TO TALK WITH OTHER PEOPLE ABOUT WHAT'S HAPPENING.

b. THE PAPER TELLS ME ABOUT CELEBRITIES AND INTERESTING PEOPLE I LIKE TO KNOW ABOUT.

c. THE PAPER HELPS ME TO DECIDE WHERE TO SHOP AND BUY.

d. THINGS I READ ABOUT IN THE NEWSPAPER HELP ME PLAN MY DAY AND DECIDE ABOUT THINGS TO DO.

e. READING A NEWSPAPER GIVES ME SOMETHING TO DO TO PASS THE TIME.

f. THE NEWSPAPER LETS ME FOLLOW UP AND LEARN MORE ABOUT THINGS I SAW OR HEARD ELSEWHERE.

g. READING A PAPER HELPS ME TO FORM OPINIONS ABOUT THE IMPORTANT ISSUES OF THE DAY.

h. WHEN I DON'T HAVE A PAPER TO READ, I GET TO FEEL ISOLATED OR OUT OF TOUCH WITH THE NEWS.

i. ACCIDENTS, CRIMES, AND PERSONAL TRAGEDIES ARE ALL PARTS OF LIFE THAT THE PAPER NEEDS TO MAKE AVAILABLE TO ITS READERS.

j. IT'S ENTERTAINING TO READ A NEWSPAPER BECAUSE OF THE VARIETY OF NEWS AND FEATURES.

k. READING ABOUT CANDIDATES FOR OFFICE IN THE PAPER HELPS ME DECIDE HOW TO VOTE.

B

AGE

1 18 - 24
2 25 - 29
3 30 - 34
4 35 - 39
5 40 - 44
6 45 - 49
7 50 - 54
8 55 - 59
9 60 - 64
10 65 - 69
11 70 - 74
12 75 OR OLDER

A/B

INCOME

1 UNDER $10,000
2 $10,000 - $14,999
3 $15,000 - $19,999
4 $20,000 - $24,999
5 $25,000 - $29,999
6 $30,000 - $39,999
7 $40,000 - $49,999
8 $50,000 - $74,999
9 $75,000 AND OVER

A/B